# Proposal & Pitch Package

Win more of the right work—with less time spent writing proposals.

## 🎯 Overview

The Proposal & Pitch Package helps consulting firms increase win rates and streamline proposal creation. We optimize messaging, structure, and sales enablement to help you close more deals—faster.

## 🧭 Scope of Work

1. RFP Win Strategy Workshop

* Review of past proposals and feedback
* Identify positioning gaps and missed value cues
* Distill what great proposals have in common

1. Messaging & Storyline Optimization

* Clarify your value proposition for buyers
* Create persuasive intros and differentiators
* Refine boilerplate and bios to align with POV

1. Proposal Template Redesign

* Redesign structure, flow, and visual impact
* Add prompts and guardrails for faster reuse
* Include optional add-ons like pricing insert or case study block

## 📄 Deliverables

* Strategic Proposal Template
* Updated Boilerplate Copy and Bios
* Proposal Review Criteria (internal checklist)
* *Optional: Proposal Review Session or Red Team Support*

## ⏱️ Level of Effort & Timeline

* 8–12 hours over 1 week

## 💡 Ideal For:

* Firms responding to frequent RFPs with low win rates
* Teams spending too long building every proposal from scratch
* Experts who need help surfacing their value to buyers