

Learn to Write Proposals Survey

Note: This survey insight is taken from data collected from the Learn to Write Proposals survey. This survey is ongoing and data will continue to be collected until we publish our final results later in 2009.

If you wish to be notified of the results, then please complete the survey and include your email. The survey can be found at:

<http://www.learntowriteproposals.com/index.php/Free-resources/LTWP-survey.html>

Insight no. 1 – Length of time to produce a proposal...and the success rate

You may think that the length of time taken to produce a proposal is based on the likelihood of it succeeding, in addition to its complexity. Well, complex may be a good word to use as it's never quite that simple.

Most organisations spend over 4 days producing a bid.

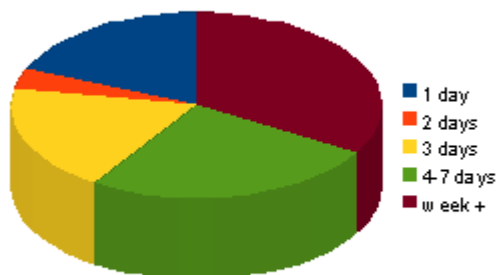


Figure 1: Length of time taken to produce a proposal

Not an unreasonable amount of time you may think until you consider that it is a completely useless piece of information as far as business development is concerned.

What you really need to know is how many days does it take to produce a winning proposal?

Two organisations in our survey reported a 100% success rate – that's impressive if it can be sustained, but in a competitive market that's not going to happen.

Let's take a look at the less successful organisations:

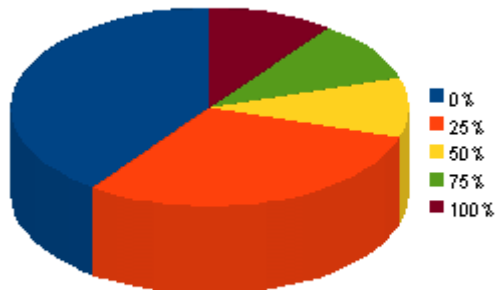


Figure 2: Success rate of proposals taking 3 days or less

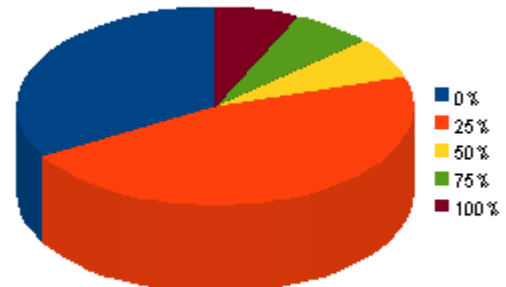


Figure 3: Success rate of proposals taking 4 days or more

Whether the length of time taken to produce a proposal the majority of organisations (a staggering 71%) claim a success rate of 25% or less in their proposal submissions (some of which have a value up to £500,000, so not small change).

On that basis for some organisations it's taking at least 16 person days for these organisations to produce a winning proposal, often more due to multiple people working on the bid.

How much does that cost? If we take an industry average annual salary of around £40,000 (for detailed salary breakdowns see <http://www.bidsolutions.co.uk/tools/salarychecker.aspx>) and base true cost as double salary, then the industry average cost per day is around £355.

That means that the minimum cost of producing a winning proposal is £5,680, up to around three times that.

The cost of doing business you say?

But what is the value of the work being pitched?



Figure 4: Value of proposals taking more than 4 days and with a less than 25% success rate

42% of respondents value this work at £50,000 or under. Therefore to win a £50,000 contract they are spending between 10-30% of the potential project value just to win the work!

This isn't the cost of doing business, it's the cost of going out of business!

What's the answer? Working smarter and faster, creating better and more persuasive proposals and something that some businesses don't look at enough – better qualification.

Learn to Write Proposals has all the tools to help you make better decisions, work smarter and write better proposals. All for a fraction of the cost of doing business.

Why not take the step and [become a member now?](#)

More insights and our full report coming throughout 2009.
