

Oral Proposal Planner

Topic _____ Alloted Time _____

Identify Evaluation Criteria Pertinent to this Topic

Strategy for this Topic

Emphasize: _____

- by: ● _____
● _____
● _____

Mitigate: _____

- by: ● _____
● _____
● _____

Ghost Competition: _____

- by: ● _____
● _____
● _____

Develop Your Introduction

Open to Gain Attention: _____

State the Requirement and Customer Need: _____

Summarize Your Offering with Key Features and Benefits to the Customer: _____

Preview Your Points:

- _____
- _____
- _____
- _____

Use the Triple-S Formula

POINT 1

State: _____

Support (include risk discussions and past experience/performance as appropriate): _____

Summarize: _____

POINT 2

State: _____

Support (include risk discussions and past experience/performance as appropriate): _____

Summarize: _____

POINT 3

State: _____

Support (include risk discussions and past experience/performance as appropriate): _____

Summarize: _____

POINT 4

State: _____

Support (include risk discussions and past experience/performance as appropriate): _____

Summarize: _____

Develop Your Conclusion

Review Your Points:

- _____
- _____
- _____
- _____

Restate the Requirement and Customer Need: _____

Restate the Benefits to the Customer: _____

Close with Power: _____

