

PROPOSAL CONTENT PLAN

Solicitation Name		Proposal Writer	
Solicitation Number		Proposal Manager	
Section Due Date		Assigned Volume	
Page Count		Assigned Section	
Font Style and Size		Format Requirements	

INSTRUCTIONS

This Proposal Content Plan template contains two parts; “Part A, Information for the Content Plan” and “Part B, The Content Plan.” Part A is simply a placeholder for high-level information needed to complete Part B.

In Part B, you will find two different examples of how to format the content plan. The first example is in outline format and the second one is in layout format. Neither is for actual use. They merely illustrate ways to set up the plan and annotate it.

Solicitations vary greatly and each response is unique. This means each content plan is unique. In Part B, build the content plan from scratch. Construct it to fit the solicitation requirements and annotate it to fit your unique strategy and unique offer.

PART A, INFORMATION FOR THE CONTENT PLAN

A.I. THE PROPOSAL

A. SECTION PURPOSE

Describe the main purpose of this section and provide the writer with general instructions.

B. RFP REQUIREMENTS

List all RFP requirements regarding this section.

Requirement #	Requirement	Location Below Where Requirement is Addressed

C. WIN THEMES

State the volume/section win theme(s), below.

Win Themes

D. PROPOSAL EVALUATION CRITERIA

List all proposal evaluation criteria and any assigned weight. If your section addresses evaluation criteria, state the location by page and paragraph.

Evaluation Criteria	Assigned Weight	Location Addressed

E. RE-USE MATERIAL

Provide material that can be re-used or re-purposed and name the location it can be used.

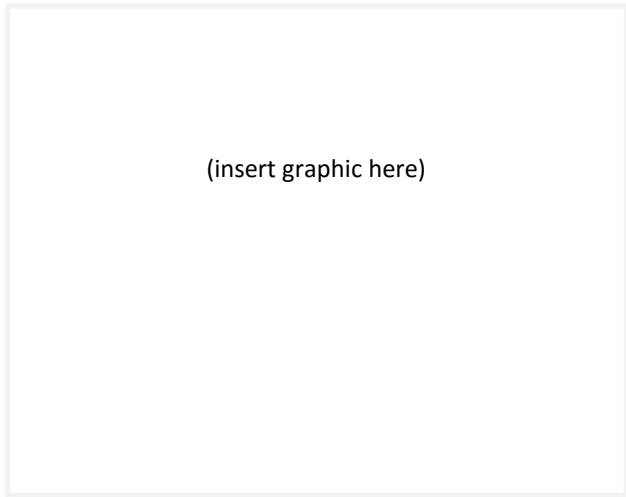
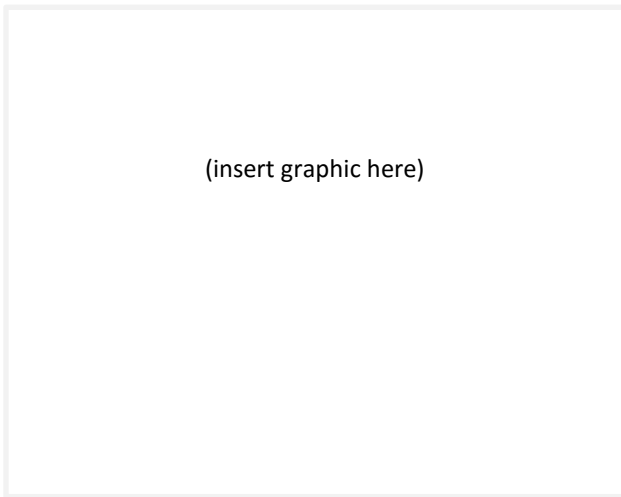
Re-Use Material	Location

F. GRAPHICS

Identify desired graphics.

Location Desired	Description	Known Requirements

In the space below, insert known graphics that are either underway or complete. Beneath them, describe their location in the proposal and provide the dimensions.



Describe proposal location and dimensions of the graphic above.

Describe proposal location and dimensions of the graphic above.

(insert graphic here)

(insert graphic here)

Describe proposal location and dimensions of the graphic above.

Describe proposal location and dimensions of the graphic above.

A.2. THE SOLUTION

A. SOLUTION DESCRIPTION

From a high-level perspective, briefly describe the solution here. List all key elements.

Solution Description

B. SOLUTION FEATURES/BENEFITS

List only those features that will provide the customer with the benefits they desire.

Features	Customer Desired Benefits

C. SOLUTION DIFFERENTIATORS

List all known differentiators.

Solution Differentiators

D. PROOF POINTS

List all proof points that support the customer choosing your company or the solution it offers. Provide evidence, statistics, proofs, samples, endorsements, certifications, awards, tests, testimonials and benchmarks.

Proof Points

E. VALUE PROPOSITIONS

List the value proposition(s).

Value Propositions

F. SOLUTION ASSUMPTIONS

List all assumptions made when proposing the solution.

Solution Assumptions

A.3. OUR COMPANY

A. ABOUT

Provide the company history, some high-level information and the mission statement.

B. ORGANIZATIONAL CHART

Insert an organizational chart here, if needed.

C. PAST PERFORMANCE

Provide past performance information here. Check the RFP for all requirements and check any past performance archives for additional information. If applicable, review the Contractor Performance Assessment Reporting System (CPARS) ratings for your organization.

Relevant Contracts	Work Performed and Accomplishments	Size and Scope	Period of Performance	Customer Contact

D. STRENGTHS

Review the bidder comparison matrix or other documentation used to assess our strengths.

Our Strengths

E. WEAKNESSES

Review the bidder comparison matrix or other documentation used to assess our weaknesses.

Our Weaknesses

F. TEAMING ARRANGEMENT

Below, provide information regarding teaming arrangements.

Teaming Arrangement

A.4. CUSTOMER INTELLIGENCE

A. ISSUES AND HOT BUTTONS

Below, provide information regarding any known issues or hot buttons the customer faces.

Issues

B. WANTS

What does the customer want?

Wants

A.5. COMPETITOR INTELLIGENCE

A. POTENTIAL COMPETITORS

Below, list the potential competitors, their weaknesses and strengths. Review the bidder comparison matrix for information.

Potential Competitors	Weaknesses	Strengths

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II. PART B, THE CONTENT PLAN

Below, find two different formats for a content plan. The first, on page 10, is an example of an annotated outline and the second, on page 11, is an example of an annotated layout. They're included as examples only and are not intended for actual use. Build the content plan to select the solicitation requirements and your unique response. Select either type of format you prefer, outline or layout.

Regardless of the format selected, you can prevent rework by indicate how much space is available for written content. Also, remember to add annotations. (E.g. reminders to include discriminators and RFP requirements)

1. FIRST HEADING HERE (START OF PAGE 1)

Use a few sentences to include a theme statement here.

A. SUBHEADING GOES HERE

Use a paragraph to introduce the concept. Address requirement X.

- ADD A DIFFERENTIATOR

Use a short paragraph to expand upon the differentiator.

- ADD A DIFFERENTIATOR

Use a short paragraph to expand upon the differentiator.

- ADD A DIFFERENTIATOR

Use a short paragraph to expand upon the differentiator.

B. SUBHEADING GOES HERE

Use a paragraph to introduce the concept.

- ADD A PROOF POINT

- ADD A PROOF POINT

- ADD A PROOF POINT

C. SUBHEADING GOES HERE (START PAGE 2)

Use a paragraph to introduce the concept. Address requirement Y.

- ADD A VALUE PROPOSITION

Use a couple sentences to expand upon the value proposition

- ADD A VALUE PROPOSITION

Use a couple sentences to expand upon the value proposition

2. SECOND HEADING HERE

Use a few sentences to include a theme statement here.

A. SUBHEADING GOES HERE

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FIRST HEADING GOES HERE

Place the first theme statement here. Place the theme statement here. Place the theme statement here. Place the theme statement here. Place the theme statement here.

SUBHEADING GOES HERE

Introduce concept here. Introduce concept. Introduce concept. Introduce concept. Introduce concept. Introduce concept. Introduce concept. Introduce concept. Introduce concept. Introduce the concept. Introduce concept. Introduce concept. Introduce the concept. Introduce the concept. Introduce concept. Introduce the concept. Introduce concept. Introduce the concept. Introduce concept. Introduce the concept.

- Proof point proof point proof point proof point proof
- Proof point proof point proof point proof point proof
- Proof point proof point proof point proof point proof

SUBHEADING GOES HERE

Address requirement Y. Introduce concept. Address requirement Y. Address requirement Y. Address requirement Y. Address requirement Y. Address requirement Y. Address requirement Y. Address requirement X. Address requirement Y.

Address requirement Y. Introduce concept. Address requirement Y. Address requirement Y. Address requirement Y. Address requirement Y. Address requirement Y. Address requirement X. Address requirement Y.

SECOND HEADING HERE

Place the second theme statement here. Place the theme statement here. Place the theme statement here. Place the theme statement here.

SUBHEADING GOES HERE

Address requirement Y. Introduce concept. Address requirement Y. Address requirement Y. Address requirement Y.

INSERT GRAPHIC

GRAPHIC TITLE HERE

✓ FIRST DIFFERENTIATOR

Discuss first differentiator here. First differentiator goes here. Discuss first differentiator goes here. First differentiator goes here. Discuss first differentiator goes here. First differentiator goes here. First differentiator goes here. Discuss first differentiator goes here. First differentiator goes here.

✓ SECOND DIFFERENTIATOR

Discuss second differentiator here. Second differentiator goes here. Discuss second differentiator here. Second differentiator goes here. Discuss second differentiator here. Discuss second differentiator here.

✓ THIRD DIFFERENTIATOR

Discuss third differentiator here. Third differentiator goes here. Discuss third differentiator here. Third differentiator goes here. Discuss third differentiator here. Third differentiator goes here. Discuss third differentiator here.

PLACE VALUE PROPOSITION
HERE.