

Assistance required to submit a winning proposal?

BizStar staff have extensive experience writing winning proposals and use this knowledge consulting with clients to create winning proposals. Whether it is a response to a Request for Proposal (RFP), an open tender or a request directly from a current or potential client, BizStar can help you put together that winning proposal.

Our proposal writing consultant, Conor Quinn, has written winning proposals for local and central government contracts, as well as for private sector contracts across Australasia. In the last ten years he has written 200+ proposals with 70+ wins. The value of these contracts range from \$10,000-\$50,000 projects up to a \$10,000,000 regional council contract over seven years. His proposals have won projects/contracts with a variety of organisations, including, but not limited to:

- ★ Synergy (Western Australia)
- ★ Kordia
- ★ Alliance Group
- ★ Thinkwater Group (Queensland)
- ★ 2degrees
- ★ James Hardie
- ★ E-Tabs
- ★ Tairāwhiti Polytechnic
- ★ Bay of Plenty Polytechnic
- ★ TPT Forests
- ★ Auckland (Regional) Council
- ★ New Zealand Transport Agency
- ★ Bay of Plenty Regional Council
- ★ Nelson City Council
- ★ Whangarei District Council
- ★ Southland District Council
- ★ Tauranga City Council
- ★ Rotorua District Council
- ★ Universal College of Learning (UCOL)
- ★ Department of Conservation

Conor will consult with your organisation to put in place a robust process for writing a proposal that will give you the best possible chance of winning the project/contract. He can assist your staff in writing the proposal or write the proposal with the assistance of your staff. He can build on a proposal template already used by your organisation or help create a new proposal template that can be used for subsequent proposal submissions.

Too often organisations fail to cover off all stipulations from a request for proposal, or miss the opportunity to project the best possible representation of the organisation. In our experience a proposal that reads well, covers off all requirements, gives the client confidence in your ability to get the job done and provides a cost competitive investment, is the one that wins the contract. It is wise to note that any proposal presented by your organisation should read as a stand alone document, giving anyone who reads it a complete understanding of the professional service your organisation provides. The proposal should give the complete picture of your organisation and how you do business. The proposal will often be your first impression with potential clients, so it should be highly professional and your best possible offering, each and every time.

Please contact **Conor Quinn** for more information.

Phone: 07 5423412 ★ Mobile: 027 4477131 ★ Email: conor@bizstarinternational.com

www.bizstarinternational.com

Two Success Stories



BizStar worked with Auckland based Active Security & Control (ACS) to create a new proposal template for an RFP released by Auckland Council for a substantial 'security hardware' contract across the entire region, from Wellsford in the north to the Bombay Hills in the south. During a two month period BizStar staff worked with ACS staff to detail the company's offering and cover off every stipulation in the RFP document. By detailing a robust timeline and taking overall responsibility for the submission process, BizStar ensured there was ample time for the ACS executive to have input in the final draft of the proposal. The proposal was submitted before the due time and was ultimately successful, as ACS won half of the overall contract, valued at a minimum of \$1,500,000 a year for the next seven years.

Nunwood is an international market research consultancy with headquarters in the UK. BizStar was contracted by Nunwood to assist with business development in Australasia. As well as introducing Nunwood to a number of high profile contacts BizStar assisted with writing a proposal for an international market research project for Alliance Group, one of New Zealand's largest (meat) export companies. BizStar worked closely with both Nunwood and Alliance Group to ensure the project would provide mutually beneficial outcomes for both companies, with a flexible proposal writing process allowing both parties input until the proposal submission process was complete. Alliance Group then signed off on the project, worth \$200,000, and BizStar continued to work with both parties through to project completion, which provided successful outcomes for all parties involved.

**Contact us now for more information on how to make
your next proposal submission a success story...**

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