

# HOW TO BE A BID/PROPOSAL PROFESSIONAL



## WHAT IS THIS GROWING CAREER?

Many businesses must compete to get new work, receive grants, or win awards. These are called bids or proposals. **A bid/proposal professional works with others to create a compelling business case for a specific opportunity against a fixed deadline.**

## BENEFITS...

- Make a difference
- Great pay
- Highly marketable skills
- Be (super) creative
- Continuous learning and growth
- Long career with many options
- Winning feels good



The United States uses the term "Proposal" Professional while "bid" Professional is used internationally.

## ROLES

A bid/proposal team typically consists of specialists with different talents. In large companies, these roles may be covered by multiple people. In smaller companies, one person may cover multiple roles.



### CORE ROLES

**Bid/proposal managers, specialists, coordinators:** Planners, leaders, and team-builders who control the process of delivering the proposal that meets requirements. Most professionals start as production personnel or entry-level coordinators and advance to more senior roles such as proposal management or leadership.

### SUPPORT ROLES

**Content developers:** Writers and designers who create the narrative and graphics.  
**Editors:** Specialists who understand and apply the principles of professional writing.  
**Production:** Detail-oriented professionals who check quality, format, print, collate, and submit the final documents to meet deadlines.

### ADJACENT ROLES

Bid/proposal professionals often work with those in adjacent roles within their organization to deliver winning bids and proposals. Some bid/proposal professionals come from or move to these adjacent roles during their career.



## HOW TO DO IT...

*“A good proposal professional must be adept in numerous areas—serving as a good communicator and team player, implementing extensive planning and coordinating, and being attentive to details.”*

- Nicole Shaffer, CF APMP

Read more about Nicole's journey at <https://bit.ly/2W08156>.

### 04. LEARN FROM OTHERS

Find others who are successful bid/proposal professionals. Ask them to share their experience. If possible, find a mentor and speed up your journey.

Consider joining an association like the **Association of Proposal Management Professionals (APMP®)** to meet others in the industry. APMP is the worldwide authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations.

### 03. DEVELOP YOUR TALENT

Read books, take classes, and practice to **grow key skills and behaviors** that successful bid/proposal professionals use everyday:

#### SKILLS:

- Communication
- Persuasion
- Organization
- Management
- Prioritization
- Business
- Creativity
- Strategic mindset

#### BEHAVIORS:

- Critical and logical thinking
- Problem solving
- Decision making
- Analyzing
- Multitasking
- Collaborating

### HEAR FROM BID/PROPOSAL PROFESSIONALS...

- Rachel shares her perspective on internships and APMP student membership
- Ryan explains the bid/proposal apprenticeship program
- Viv describes why she loves the bid/proposal profession

### 02. TRY IT OUT

Many firms have **internship programs and entry-level opportunities** where you can gain exposure to the career and learn more.

- Industries with bid/proposal professionals:
- Academic
  - Architecture/engineering/construction (AEC)
  - Consumer electronics
  - Defense
  - Financial services
  - Healthcare
  - Infrastructure
  - Insurance
  - Government
  - Manufacturing
  - Non-profit
  - Technology
  - Travel

### 01. PICK A DEGREE

Choose a **degree** that often leads to a career in the bid/proposal profession:

- Business
- Marketing
- Communications
- Graphic Design
- Journalism
- English
- Technical Communication



Please share this infographic and help others who may want to be a successful bid/proposal professional. Get where you're going faster and easier. Learn more about the many benefits of APMP student membership by visiting [www.apmp.org](http://www.apmp.org) or contacting us at [membership@apmp.org](mailto:membership@apmp.org).