

CAPTURE QUANTIFY COMMUNICATE

Carrie Jordan

Director of Proposals, Microsoft

Amanda Heather

Strategy & Operations Lead, Microsoft

CAPTURE

How to identify and collect relevant metrics and indicators of proposal performance and value

QUANTIFY

How to analyze and present the data in a clear and compelling way

COMMUNICATE

How to tailor your communication strategy to different audiences and how to secure incremental funding and growth for your proposal organization

CARRIE JORDAN

- ▷ Wife and Mom of 5
- ▷ Wannabe gardener
- ▷ Sourdough slayer
- ▷ Fiction novelist in training
- ▷ Exercise junkie
- ▷ Reads past bedtime
- ▷ Global Director of
Proposals at Microsoft

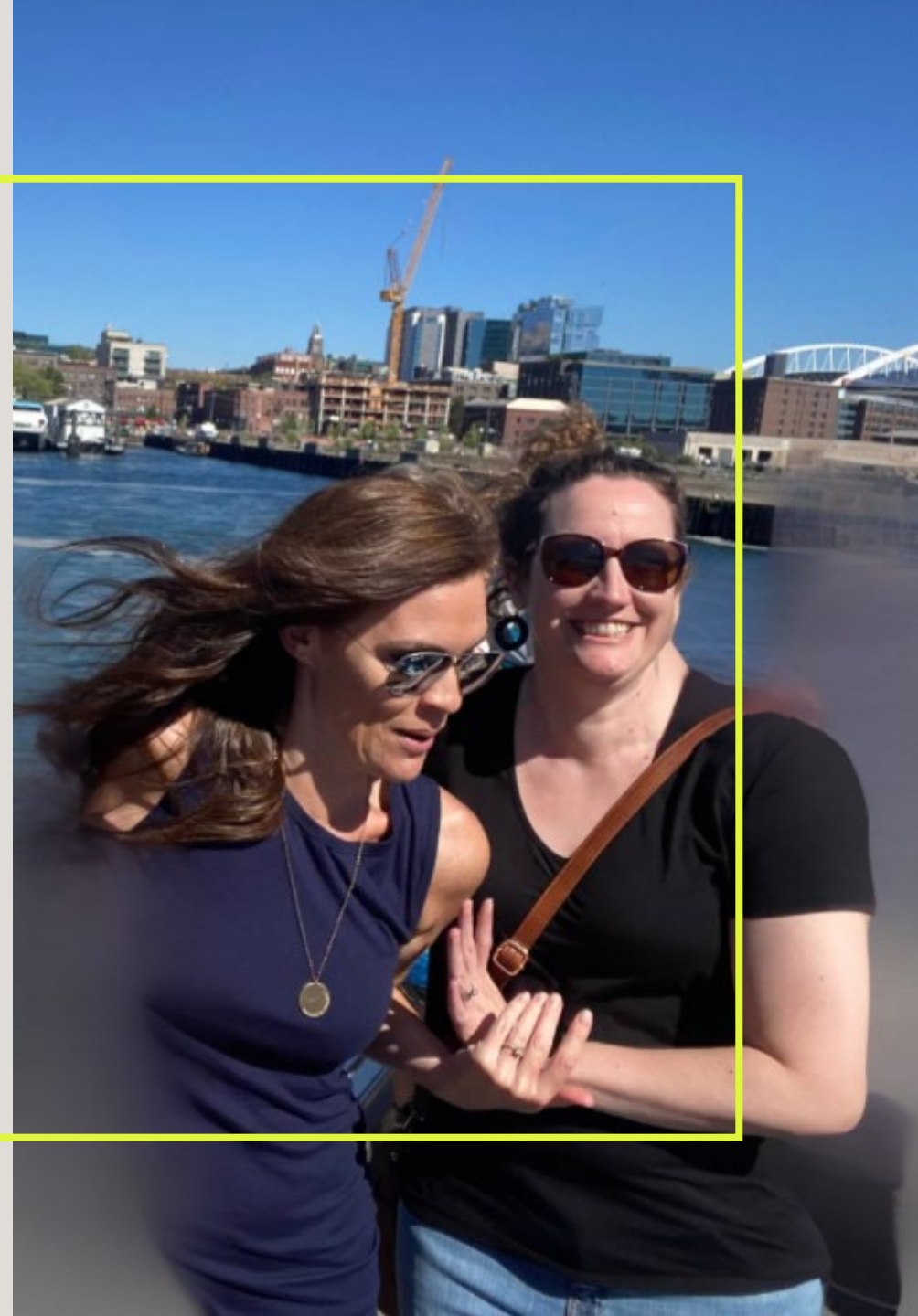




AMANDA HEATHER

- ▷ Wife and Mom of 2
- ▷ Harry Potter aficionado
- ▷ Stress baker
- ▷ Love quilting / sewing
- ▷ Wannabe world traveler
- ▷ Reads past my bedtime
- ▷ Strategy & Operations Lead at Microsoft

**WHY ARE WE
QUALIFIED
TO PRESENT
ON THIS?**



TOGETHER, WE:

Launched Microsoft's Proposal Center of Excellence (PCoE) as a pilot program in 2019



Secured incremental
funding YoY, growing
team by 16x (4 → 65)
in two years





Developed SOPs, comms plan, rhythm of business, onboarding process, engagement criteria, intake process, tracking and reporting tools

Then streamlined and innovated over, and over, and over again



Increased our team's budget and staffing annually with incremental stakeholder investment across the company

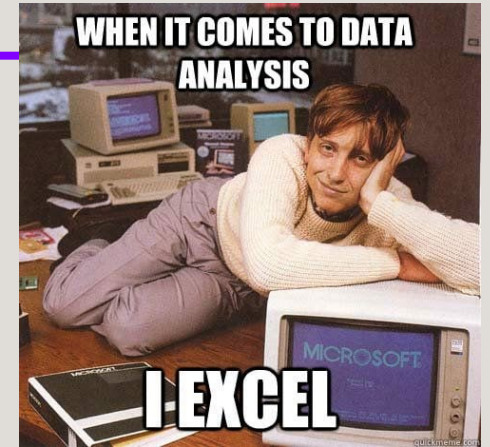
AND

We do all of this by capturing,
quantifying, and communicating
our team's impact



CAPTURE

How to identify and collect relevant metrics and indicators of proposal performance and value



INTAKE PROCESS AND MEDIUM



Microsoft Form



Platforms like Responsive, etc. have an intake feature



Custom PowerApp

CAPTURE

DATA TO CAPTURE AT DEAL INTAKE:

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• CRM tracking #• Client Name• Opportunity Name• TCV / Value• Proposal Due Date• RFP Release Date• Proposal Type (RFP, RFI, Proactive, etc.)• Contract Duration | <ul style="list-style-type: none">• Description of Opportunity• Language• Segment (Public Sector vs. Commercial)• Industry• Area / Geography• Solution• Is this a direct bid?• Partner(s) | <ul style="list-style-type: none">• Competitors' Positions• Influence<ul style="list-style-type: none">• No advance notice of RFx• Advance notice of RFx• Influenced RFx• Account Executive• Technical POC• Additional Notes• How you heard of us?• Attach RFx documents |
|--|--|--|

CAPTURE



Questions

Responses

Preview



Style

Collect responses



Present



MICROSOFT FORM

Lets get started! What's your form about?

A good subtitle is like a trailer - it's a great chance to let your audience know what the form is about and get better responses.

Choice



Choice



Text



Rating

RESPONSIVE INTAKE

About

✓ Accept

✗ Reject

Client Details

Deal

Sales Team

Basic Details

Project Name *

Contoso Cloud Migration

RFx Type *

• RFP

Q&A

Client Details

Client Name *

Contoso

Deal

RFx Issue Date *

6/1/2024

Q Search

— Select All

☒ Apps & Infrastructure

☐ Business Applications

☐ Data & AI

☐ Modern Workplace

☐ Support

Solution Area *

Industry *

Commercial

A14 * ⓘ

US

Opportunity Revenue * ⓘ

100000000



 Proposal Center of Excellence

1

CUSTOM POWERAPP

- 1 Information
- 2 Classification & Revenue
- 3 Context

☐ I do not have an existing MSX ID

MSX ID

MSXID *

TPID *

ⓘ Not including a relevant MSX ID or TPID will result in a delay in reviewing your request for support. All requests must include a valid MSX ID or TPID, except for highly targeted deals or broad, GTM projects.

Enter MSX ID

Enter TPID

Deal Information

Account Executive *

Client Name *

Project Name *

Project Type *

RFx Dates

RFx Issue Date *

RFx Due Date To Client *

Select RFx Issue Date

Select RFx Due Date to Client

Next →

2

Classification

Solution Area *

Select Solution Area

Industry *

Select Industry

Is this a Direct Bid? *

Select an Option

Is this Account S500? *

Is this Account S500

Is this an EU RRF Opportunity? *

Is this EU RRF Opportunity?

Segment *

Select Segment

Area *

Select Area

Partner (primary) *

Enter Partner

Is ISD (former MCS) involved? *

Is ISD (former MCS) involved?

MACC Opportunity *

MACC Opportunity

Revenue

TCV/Microsoft Potential Revenue (USD) *

\$ Microsoft Opportunity, Not customer budget

Number of Seats (if applicable)

Enter Number of Seats (if applicable)

Contract Duration *

Select Contract Duration

Is SPT involved? *

Is SPT involved?

1 Information

2 Classification
& Revenue

3 Context

3 Context

Competitors' Positions *

RFx Response Language *

 ▾

Heard of PCoE *

 ▾

Specialist

Other points of contact


Influences *

 ▾

Description of Opportunity *

Attachments

There is nothing attached.

 Attach file

After submitting your request for support, you will receive a confirmation email. If you do not receive it, please try submitting your request again or contact us directly at:

PCoEIntake@microsoft.com

Note: If your deal has opportunity-associated documents (including RFx documents) and they're not uploaded here at intake submission, there will be a delay in our intake team assessing your support request.

[← Back](#)[Submit](#)

PLUS, ANY OTHER DATA STAKEHOLDERS CARE ABOUT

- Anchor tenant
- MACC
- S500 account
- EU RRF
- SPT involvement

None of these make sense to you, but the point is they matter to Microsoft stakeholders, so we capture them!

CAPTURE

CONTENT MANAGEMENT DATA TO CAPTURE:

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Number of records• Type of records (Q&A, Document, etc.)• Usage per record• Owners of content• Review dates• Graphics/text• Product / solution | <ul style="list-style-type: none">• Source of content• Created date• Segment (Public Sector vs. Commercial)• Industry• Area / Geography• Project ID• Last updated date | <ul style="list-style-type: none">• Last reviewed date• User Data<ul style="list-style-type: none">• General region• Title• Content used• How did you find us?• Search trends• Total users/active users• UI usage type (web, app, etc.) |
|--|--|--|

Last Updated On 04-22-2024 by 



International Compliance Offerings Certs Attestations

 1029 |  Corporate |  General, Regulatory Compliance |  [Regulatory ...](#)  |  Linked Answers

Response  Copy

International & other Compliance Offerings (ISO etc)

[Read More](#)

CAPTURE

OTHER DATA TO CAPTURE

- Special projects
- Templates created
- Tools leveraged during RFP process
- # of graphics created
- # of questions answered
- # of pages written / edited
- Proposal team members assigned
- Time engaged (days/weeks or team hours)
- Closeout satisfaction survey results

If your team provides the service,
capture the data.

CAPTURE YOU

- Quantity of proposals supported
- Wins, losses, down-selects
- Deal sizes and deal durations
- Number of pages
- Number of graphics created
- Kudos and quotes about your performance



QUANTIFY

How to analyze and present the data in a clear
and compelling way





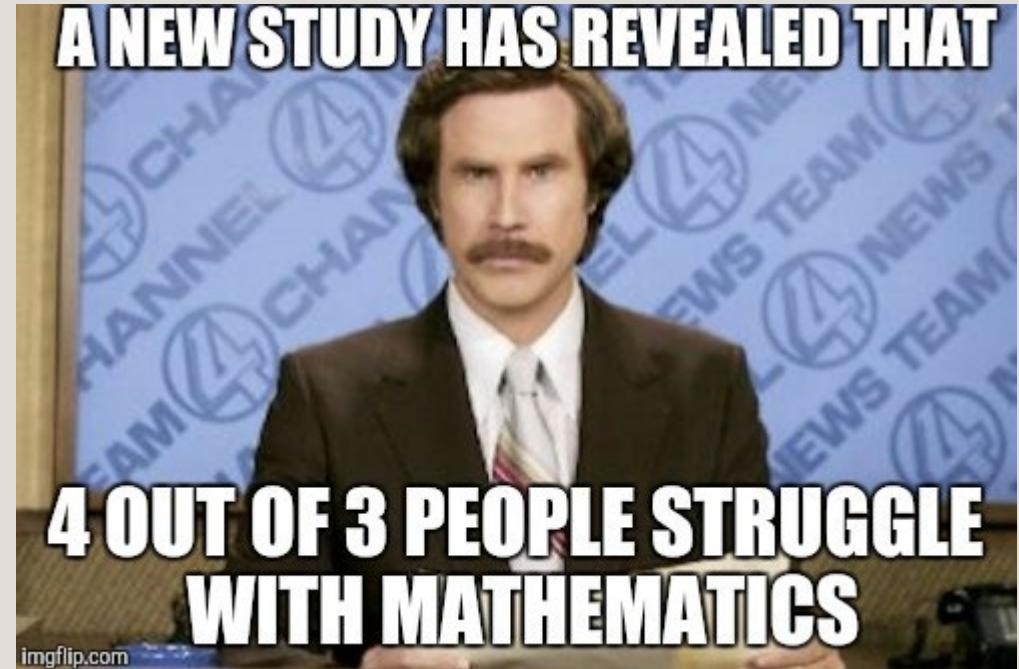
Your data = proposal proof points

Sell your service, value, and
impact to your stakeholders

Combine data sets to tell the story
each stakeholder cares about

QUANTIFY

- METRICS
 - Win rate
 - Capture ratio
 - Dollar and quantity supported
 - Dollar and quantity won
 - Field hours saved (Carrie's wonky formula)
 - ROI
- MEDIUM
 - PBI dashboards (per stakeholder)
 - Excel to make graphics/charts



QUANTIFY

[illegible]



Proposal Intake KPI

2024-04-15 14:30:32

Date Last Refreshed

Fiscal Year, Fiscal Quarter

Multiple selections

Status

All

Proposal Manager

All

Project Type

All

Stakeholder

All

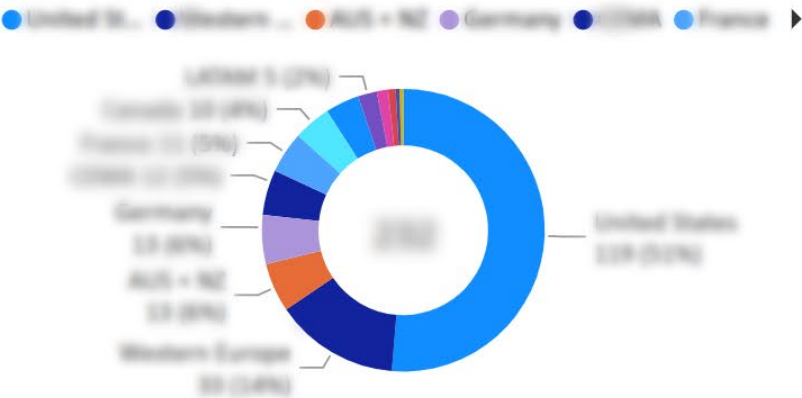
SPT Involved

All

Inactive

No

#Opportunities by Area



#Opportunities by Segment



#Opportunities by Industry



Key Results

Opp Submitted

Avg Contract Amount

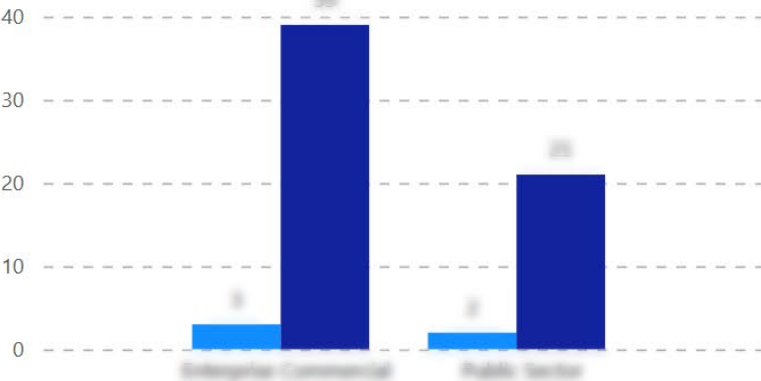
Opp Worked On

In Progress

#Win Rate

Progress Toward Win

Down Selected Won



Revenue

Total Dollars Won

Won Opportunities

PS Won

EC Won

Decision Pending

Filters

Search

Project
is (All)

Project Type
is (All)

Proposal Manager
is (All)

Proposal Professional Comments
is (All)

Reasons For Rejection
is (All)

RFx Due Date
is (All)

RFx Issue Date
is (All)

RFx Language
is (All)

Segment
is (All)

Solution Area
is (All)

SPT Involved
is (All)

Stakeholders
is (All)

Status
is (All)

Total Contract Amount
is (All)



Proposal Center of Excellence

Proposal Intake KPI

2024-04-26 14:30:54

Date Last Refreshed

Fiscal Year, Fiscal Quarter

FY24

Status

All

Proposal Manager

All

Project Type

Proactive Proposal

Stakeholder

All

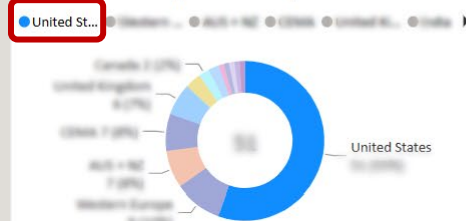
SPT Involved

All

Inactive

No

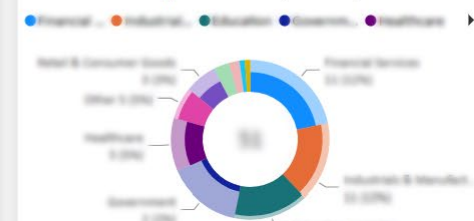
#Opportunities by Area



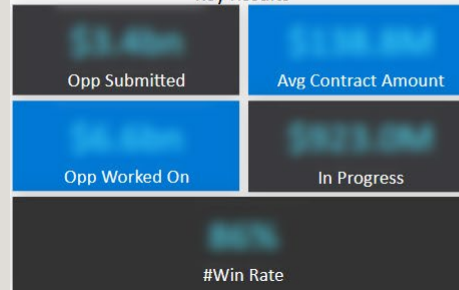
#Opportunities by Segment



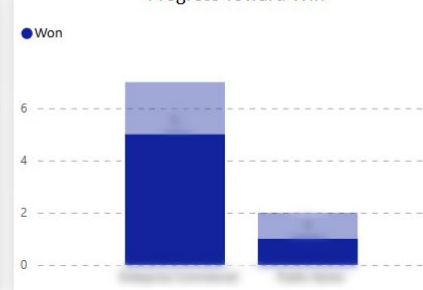
#Opportunities by Industry



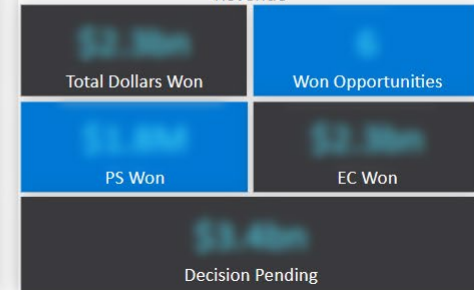
Key Results



Progress Toward Win

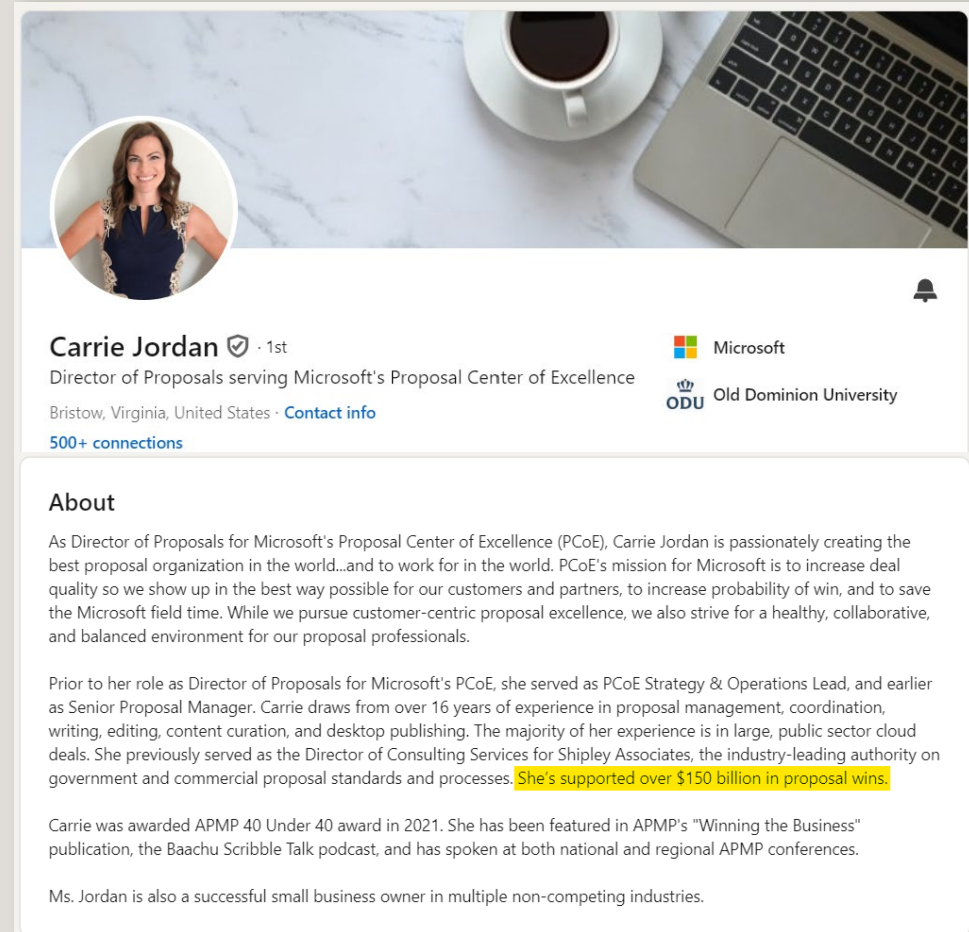


Revenue



QUANTIFY YOU

- Win rate
- Capture ratio
- Total number and value of deals supported
- NSAT and survey scores (if your proposal shop doesn't send out a survey after, send your own!)
- Create your highlight reel with kudos and quotes about your performance



LinkedIn profile of Carrie Jordan, Director of Proposals at Microsoft's Proposal Center of Excellence. The profile includes a circular profile picture of Carrie, a banner image of a laptop and coffee, and a notification bell icon. The header shows her name, title, location (Bristow, Virginia), and a link to contact info. It also displays her connections (500+) and affiliations with Microsoft and Old Dominion University. The 'About' section describes her role and achievements, including her support for over \$150 billion in proposal wins and her APMP 40 Under 40 award.

Carrie Jordan · 1st
Director of Proposals serving Microsoft's Proposal Center of Excellence
Bristow, Virginia, United States · [Contact info](#)
500+ connections

Microsoft
Old Dominion University

About

As Director of Proposals for Microsoft's Proposal Center of Excellence (PCoE), Carrie Jordan is passionately creating the best proposal organization in the world...and to work for in the world. PCoE's mission for Microsoft is to increase deal quality so we show up in the best way possible for our customers and partners, to increase probability of win, and to save the Microsoft field time. While we pursue customer-centric proposal excellence, we also strive for a healthy, collaborative, and balanced environment for our proposal professionals.

Prior to her role as Director of Proposals for Microsoft's PCoE, she served as PCoE Strategy & Operations Lead, and earlier as Senior Proposal Manager. Carrie draws from over 16 years of experience in proposal management, coordination, writing, editing, content curation, and desktop publishing. The majority of her experience is in large, public sector cloud deals. She previously served as the Director of Consulting Services for Shipley Associates, the industry-leading authority on government and commercial proposal standards and processes. **She's supported over \$150 billion in proposal wins.**

Carrie was awarded APMP 40 Under 40 award in 2021. She has been featured in APMP's "Winning the Business" publication, the Baachu Scribble Talk podcast, and has spoken at both national and regional APMP conferences.

Ms. Jordan is also a successful small business owner in multiple non-competing industries.

QUANTIFY CONTENT & OTHER SERVICES

Metrics

- Time/\$ saved
- Users reached with services
- Top roles accessing your content or services
- Trending content

Medium

- PBI Dashboard
- Excel

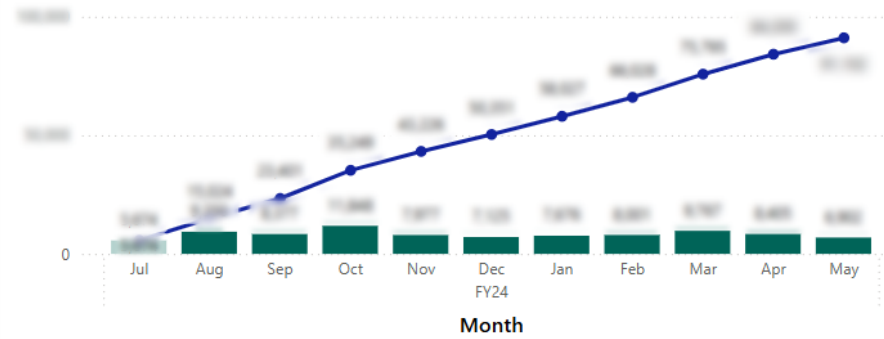
Be creative in looking at the data you're already collecting and how that can be presented to show value / growth

QUANTIFY

Active Users in Current Fiscal Year

7,200

Library Usage - FY24



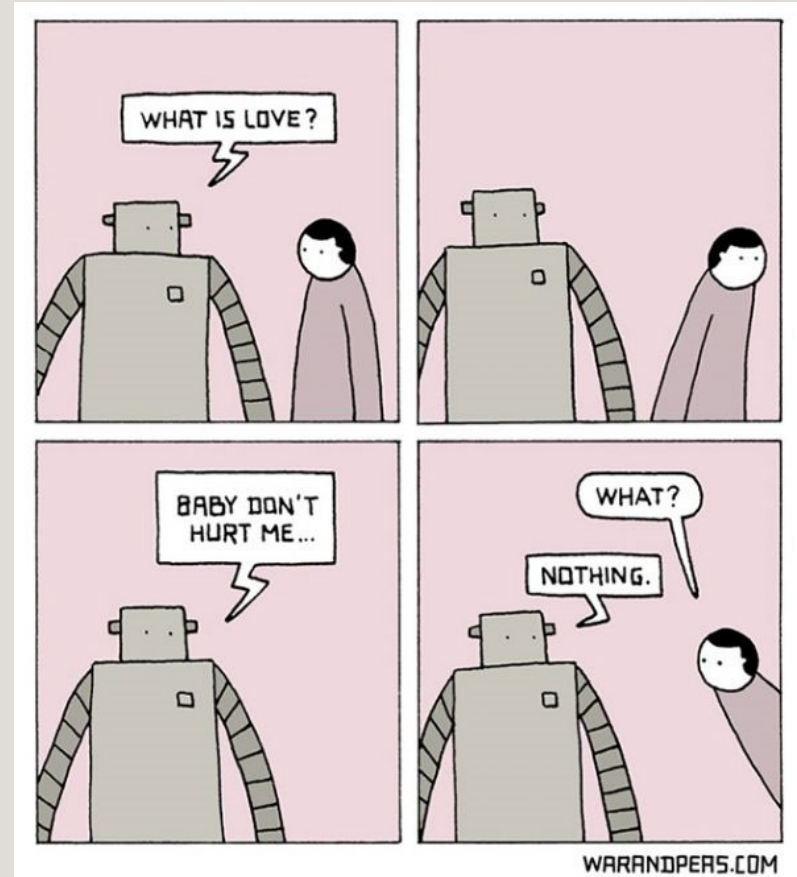
Top Library Usage by Job Title

Job Title	UsageCount
TECHNICAL SPECIALIST	15,742
SR TECHNICAL SPECIALIST	14,356
DIGITAL TECHNICAL SPECIALIST	10,480
SR SPECIALIST	9,178
SPECIALIST	8,384
TECHNICAL CONSULTANT	7,146
INFORMATION SECURITY PROPOSAL	7,142
INFORMATION SECURITY/RFP SALES	2,917
SR ACCOUNT TECH STRATEGIST	2,500
Total	108,215

QUANTIFY

BONUS AI QUANTIFICATION:

- % of proposals using AI
- Time to first draft
- # of total proposals supported
- Hours spent per proposal (decreased)



COMMUNICATE

How to tailor your communication strategy and message to different audiences and levels of the organization. How to use this data to secure incremental funding and growth for your proposal organization.



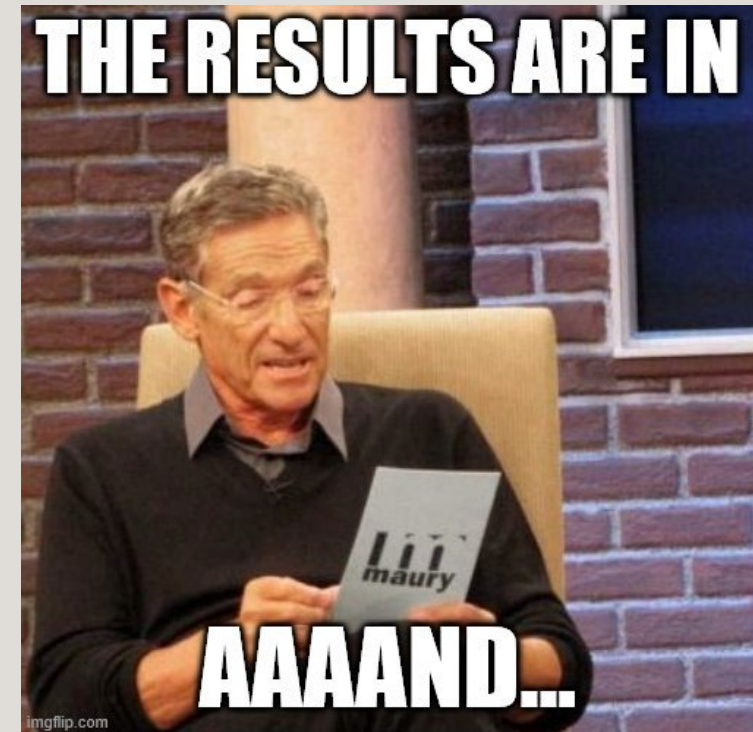
AUDIENCE

- Director of Proposals
- Sales or Business Development Direct Leadership
- Sales and technical teams
- Other stakeholders
 - Incremental funding
 - Cross-organizational programs



OUTCOME

- Amplification
 - Evangelization for use
 - Branding for reputation
 - Knowledge sharing
 - Recognition for team
- Directional Influence
 - Additional funding
 - Additional FTEs
 - Tools
 - Directional influence
- Personal impact (promotion, resume, networking)



MEDIUM

- Email outlook email template .oft
- Outlook newsletter (new!)
- Staffbase, Constant Contact
- Teams Channel Announcements
- Viva Engage (or other internal social network)
- PPT
- Team Walking Deck
- LinkedIn



Dad Jokes
@Dadsaysjokes



Boss: How good are you at Power Point?

Me: I Excel at it

Boss: Was that a Microsoft Office pun?

Me: Word

COMMUNICATE BEST PRACTICES





- Short, snappy (bullets, not paragraphs)
- Memorable tag line
- Visually interesting
 - Accessible
 - Inclusive graphics
- Professional
- Call to Action





JULY 2022

PCoE: Microsoft's Golden Goose FY22 Report

			
Win Rate	Won Revenue	ROI	Field Time Saved
72%	\$5.75B	\$65.1	795,600
Number won / number won + lost		cost to run service (FTE + Contractor OPEX)	hours

FY22 Additional Impact

- PCoE won > \$3B in MACCs
- Launched [Microsoft Deal Excellence Training](#) for field: 15 bite-sized modules to train the field to DIY proposals when needed
- BusApps Catalyst RFX team joined PCoE, deepening our capacity
- Launched 20+ new field enablement [proposal and presentation templates](#)

FY23 Plans: Even better if...

- [Supporting our partners at scale](#): Strategizing firewalled access to curated partner content via Microsoft Proposal Resource Library
- [Expand industry specialization within PCoE](#): Industry proposal SMEs and industry-tagged content in Proposal Resource Library
- ["Do more with less"](#): PCoE moving to shared services model across all funding sources to optimize Microsoft's all-up investment in proposal services

Closing Remarks

FY22 was a year of massive growth and innovation for the Proposal Center of Excellence (PCoE). FY23 is the year of, "Even better if..." where we'll continue to scale support, refine processes, and ensure Microsoft is showing up in the best way possible for our customers and partners. A massive thank you to PCoE's stakeholders and various funding groups for enabling us to provide this impact. Without your support, this critical resource for the field would not exist.

In partnership,

Carrie Jordan

Director of Proposals

Proposal Center of Excellence



Please use the button below to submit a request for proposal support.

 [SUBMIT REQUEST](#)

CEMA

Public Sector Update



Numbers for last 12 months



6,750

Hours saved for the Field



\$1.1M

Deals in progress
(supported by
PCoE)

\$75M

Revenue Won (FY24
YTD)

\$1.7M

Pipeline submitted

Feedback from the Field



"Highly experienced team in project management as they coordinated inputs from various teams across the organization in a seamless way. It was also evident that the team has a deep understanding of our value proposition as they were able to re-use content from other workstreams they had worked which helped reduce duplication of efforts. The team also ran the project like clockwork, having a clear workback plan and making sure we all stuck to it which meant we managed to finish everything by Friday night with a few days to spare before submission."

CELA Specialist

"The sense of ownership, and sense of urgency, facilitating properly within our internal team as we all as bidding with us on this project. All that was really amazing."

SR Account Executive



Projects in progress

Executive Summary

PCoE supported the account team with a complex and strategic response to a robotics RFP. The deal included Data and AI, Apps and Infra and ISD components. Submission of the RFP response took place in February 2024, and PCoE is still engaged supporting the account team with the development of the Orals presentation phase, which is due mid-April.

Due Date: April 2024**Value: TBD**

Operational – Phase 2 (Lead)

In this second phase of the we are expecting to scale the system and expand to 50 plus nations and organizations based on the performance and trust of the platform over the next months.

PCoE is supporting the account team with producing a video in support of the expansion of the platform.

Due Date: May 2024**Value: M**

Highest \$ Projects submitted

Operational – New Highways Office

PCoE engaged to support this SPT-Led strategic deal for the establishing a Research & Development platform in . We were heavily involved in the ideation, strategy, and development of a deck that was formulated as an initial Proactive Proposal for .

PCoE Team's expertise and support were crucial in shaping this first phase of the proposal and ensuring that it effectively communicated the value of the platform to the customer.

Due Date: January 2024**Value: B**

FIELD SELF-SERVICE NEWSLETTER

Proposal Resource Library News

Content and resources to accelerate your next deal

In this issue:

[What's New](#) | [Proposal Support](#) | [Don't Forget](#) | [In the Works](#)

What's New

NEW! Streamlined UI in the Microsoft Proposal Resource Library

Responsive is spring cleaning! Starting today - **April 10th** - the library features a new streamlined look! Responsive, the software behind the library, calls the improvements the New Application Framework. The new UI declutters your experience by removing the left-pane navigation menu. You can now:

- **Access** the Content Library with the new "nine dot" application

What will you find in the library?

- Common RFX Question and Answer pairs
- Supplemental RFX assets such as certificates, documents, graphics, and more
- Self-serve tools for creating a professional proposal such as templates, guides, and more

You can also visit the [Microsoft Resources for Proposals](#) page for library training, support, and other self-service resources at: <https://aka.ms/RFPs>

UPDATED! Redesigned login page

Notice something new at login?

Our recently launched library login page allows us to better communicate the content, purpose, and value of the library. We're also providing a link to the Microsoft [Resources for Proposals](#) page. This one-stop source for library training, support, and self-serve proposal development resources is your starting point for creating a custom, compelling, and compliant proposal response!

Executive summary - Modernize service with Microsoft

For service leaders who want to offer unique, personalized service experiences at every customer touchpoint, service solutions with Microsoft Dynamics 365 help [Claribridge](#) differentiate and build long-term customer loyalty. Unlike competitors, these solutions enable seamless customer experience, fuel service team productivity, and deliver transformative business outcomes with a unique combination of generative AI, automation, and collaboration capabilities.

- **Infused with generative AI across the customer journey:** As the first customer relationship management (CRM) to bring generative AI capabilities into the solutions, Microsoft Dynamics 365 can leverage the power of Azure OpenAI to quickly bring [Claribridge](#) AI-powered insights such as Copilot into the entire Dynamics 365 portfolio.
- **Fully connected end-to-end customer experience:** Dynamics 365 is a fully integrated, one-stop shop for end-to-end service needs, from customer service to field service. Without needing to rely on multiple vendors, we offer a suite of solutions on one platform to simplify, grow, and scale as needed. Additionally, our integrated and connected solutions are also designed to work seamlessly with other parts of the Microsoft Cloud, such as Dynamics 365 Sales, Dynamics 365 Customer Insights, Journey, and Dynamics 365 Field Service which [Claribridge](#) can further build and customize with low-code Microsoft Power Platform products.
- **Collaborate in context:** Dynamics 365 uses the world's leading platform Microsoft Teams for maximizing agents and handling productivity and contextual collaboration.
- **Easily integrate other systems:** Dynamics 365 can meet [Claribridge](#)'s customers where they go to maintain and improve their existing systems. With more than 1,000 connectors, our solutions integrate with other IT systems to enable our comprehensive offerings, composable and adaptable, providing the on-boards that customers need to get started.

Other instructions include one or both of the following paragraphs, based on whether you are selling Customer Service or Field Service.

Great customer service is absolutely critical to any organization's success. Today, organizations require modern solutions that can help their support customers on the channels and touchpoints of their choice, by providing customers with self-service options and arming customer support agents with access to information and experts to resolve issues quickly and

Don't Forget



Responsive (formerly RFPIO) Self-Serve FAQ

Brought to you by the [Proposal Center of Excellence](#) Content Management team, search for more ideas which also covers the answer below: [https://aka.ms/MSRFPFAQ](#)

1. I can't find the answer I'm looking for - what do I do?

Microsoft's Proposal Resource Library powered by Responsive (formerly RFPIO) is built from past proposal responses and subject matter expert contributions. If you can't find the content you need in either the Answer Library or Document Library:

- Try searching in a different way: in the search bar, enter keywords from the question you are trying to answer.

- Use questions to filter down results to most relevant matches (the "related report" instead of searching for exact reports).

Finally, broken search terms to narrow your search results, such as AND, OR, and NOT. An example could be: Power Platform AND Power BI.

- If you are answering a specific category, you can filter into the right Collection and also use Collection Filter and Tag to refine your search.

- Use additional resources.

- Microsoft Learn ([https://learn.microsoft.com](#)) contains functional product information.

The [Search tool](#) is the best place to find security-related reports and documentation.

2. The response I found works for the most part but doesn't completely apply to the question I'm answering.

You may not find an answer or document that perfectly responds to your question. To looking at multiple responses to get ideas for writing a unique answer. Questions and answers are curated from proposals submitted to other clients.

3. I found an error in a response or outdated information - how do I get it fixed?

Don't Forget! Tutorials and resources to accelerate proposal development

Many of you may visit the library infrequently - like when an RFP lands in your lap or a customer asks a tough question. To help you quickly ramp up skills and find answers to your questions, we wanted to remind you of the resources you have at hand:

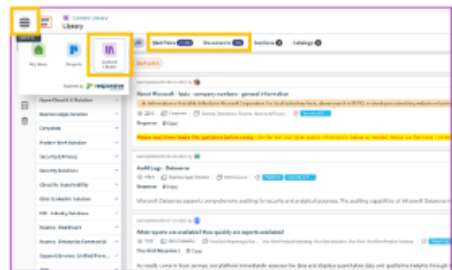
- [Responsive General Channel](#) - for questions on using the library
- [AskProposals@microsoft.com](#) - for library or proposal 'how to' questions
- [Resources for Proposals](#) page - for all the self-service tools

Save these links to your browser Favorites!

NEW! SAMPLE Executive Summary for the BizApps FY24 Solution Play - Modernize Service

Struggling to craft a compelling Executive Summary for Modernizing Service with Microsoft? We created a Q&A resource to help you craft executive summaries for D365 Customer Service and D365 Field Service proposals! It contains guidance for tailoring key messaging to fit the unique needs of your customer plus links to additional Executive Summary resources. The text is aligned with the [Messaging & Positioning document FY24 Solution Play - Modernize Service](#), available on Seismic.

SAMPLE BizApps Modernize Service Executive Summary



VIVA ENGAGE (YAMMER)

Team Member (Profile Picture)

Mar 20 • @17

Seen by 322 ...

Microsoft Secures Five-Year \$ Million Cloud Transformation Project with

a 130-year-old global financial institution, has awarded **Microsoft a multiphase cloud transformation project with a total contract value of \$ over five years.** provides asset servicing, investment management, and wealth management services for the world's most successful institutions, families, and individuals.

Earlier in the year, PCoE's Security Questionnaire ... see more

Account Team

"...Your ability to collaborate with such a large group and to prepare excellent material for us on such a tight timeline is nothing short of extraordinary. Much appreciated and I look forward to working with you again."

Microsoft Secures Five-Year \$ Million

90 minutes PowerPoint presentation

30-page RFP response

15 new graphics

Cloud Transformation Project with

PowerPoint presentation consisting of 56 slides

Announcement

3h ago

Seen by 36 ...

NEW! Transformative AI and GenAI Proposal Resources

The PCoE Proposal Resource Library now has five AI and GenAI case study documents and a companion presentation in the library! The files are ready to customize and send to customers. Download those relevant to your customer's scenario and customize using the guidance within the file.

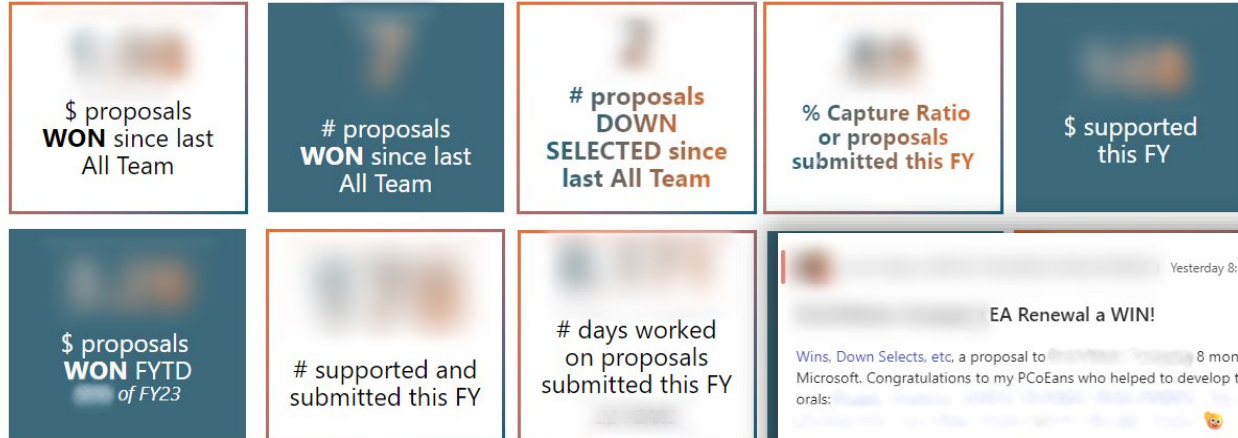
These sales assets are hot off the press and include:

- [Microsoft Copilot](#)
- [GenAI-assisted pair programmer](#)
- [RPA GenAI Chatbot](#)
- [RPA GenAI Playground](#)
- [AI-assisted Text-to-order & Item Updates....](#)

[see more](#)


INTERNAL TEAM COMMS

Wins & Down Selects Statistics



Wins & Down Selects

Microsoft | Proposal Center of Excellence



In this issue...

- [PCoE Progress Report \(FY23\)](#)
- [UPDATE! Lessons Learned SOP](#)
- [New Signature Block](#)
- [What's Next](#)
- [Stay Current / Learning Channel Summary](#)
- [Team Celebration News](#)
- [Welcome to PCoE!](#)
- [On/Off net Updates](#)
- [Upcoming Holidays](#)

Yesterday 8:56 AM

EA Renewal a WIN!

Wins, Down Selects, etc, a proposal to [redacted] 8 months ago in collaboration with PCoE has gained an \$ [redacted] EA renewal with Microsoft. Congratulations to my PCoEans who helped to develop the Word RFP response and two decks (one dedicated to just Security) for orals:

👍 14 ❤️ 4 🥳 1 😊 1 🙌 1

7 replies from [redacted] and 4 others

Yesterday 9:12 AM

Way to go [redacted] !!! 🙌

see more

👍 2 😊 1

Yesterday 9:51 AM

Outstanding [redacted] Congratulations to everyone!

❤️ 3

3:12 AM

Great achievement. [redacted] Congratulations for this new win. From experience I know that dealing with [redacted] manufacturers is always challenging.

see more

❤️ 6

COMMUNICATE YOU

- Same formula
 - Audience
 - Outcome
 - Medium
- Impact over activity
 - Performance reviews
 - Resumes
 - Promotions
 - LinkedIn





NAILED IT, NOW WHAT?

- Continual innovation
- New metrics to capture, combine data, and uplevel the quality of your comms
- As the industry changes, so does your capture, quantify, communicate strategy

QUESTIONS??

Connect with us on LinkedIn!

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