Best Practice Summary

- Keep track of overall workload & deadlines.
- Conduct your own client & competitor research.
- Be objective in your go/no-go process.
- Facilitate a productive kick-off meeting.
- Distribute responsibility matrix.
- Create a proposal checklist; identify important dates.

Best Practice Summary

- Create a template with a grid, and use software features (i.e., master pages, character styles, and swatches).
- Use a consistent style guide.
- Keep resumes relevant and up-to-date.
- Use clear and concise writing that focuses on benefits to the client.
- Create user-friendly proposals, and deliver it early.

Best Practice Summary

- Share photography costs, and prepare the shot.
- Keep in touch with references & maximize their use.
- Be respectful of consultant and prime deadlines.
- Set aside time for objective reviews (second set of eyes).
- Make it about them.

Best Practice Summary

- Prepare early for the interview, and keep subs in the loop.
- Ask for a debrief – win or lose.
- Stockpile information.
- Measure your results.