



 Baachu

APMP
PRACTITIONER

CERTIFICATION



Budgets

Proposal Budget

- The cost or resources required to complete a proposal. Elements of the budget will vary by organization and industry. The budget may include the entire cost of winning the bid or only the cost of developing the proposal.



Proposal Budget

- The biggest part of any budget is labor, including all members involved in the process.



Understand Proposal Funds are Assigned

- The amount budgeted for each bid is usually based on the bid's importance to the company's growth strategy or its desire to retain an incumbent contract.



Collect Data to Build a Budget

- Before building budgets, collect information to provide the most accurate estimate of how much money it will take to conduct business development activities.



Collect Data to Build a Budget

- Use historical expense records and receipts to determine how you spent money in the past to pursue a bid and write, review, and produce a proposal.



Use a Consistent, Repeatable Approach

- Use the budget template provided to record your potential B&P expenses. Consider unforeseen factors. After creating a budget, develop a plan to define how and when you will spend the budgeted funds.



Analyze Expenditures

- Monitor the level of effort expended and costs incurred in comparison to proposal milestones daily to ensure that the proposal stays on schedule and within budget.



Reduce Expenses and Increase ROI

- Use of business development best practices provides a real opportunity to reduce B&P expenses and increase ROI.



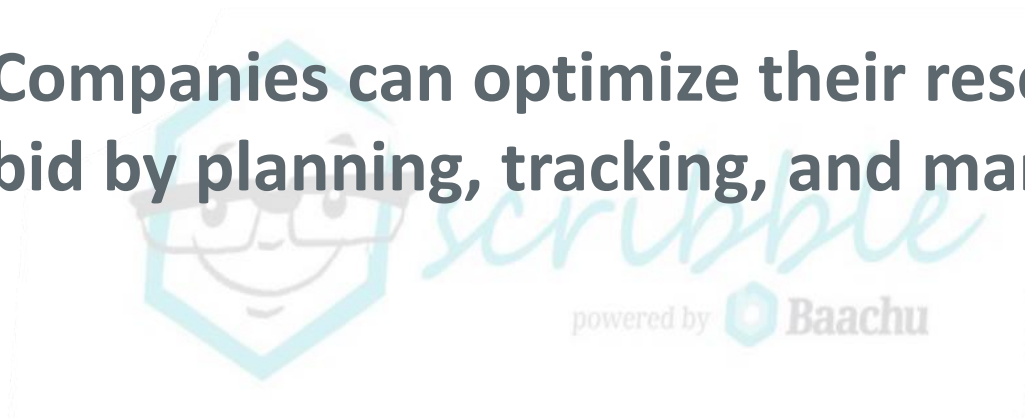
Budgeting Responsibility

- Budgeting responsibilities vary according to the level of seniority, responsibility, and accountability assigned to a proposal professional.



In a nutshell

Companies can optimize their resources to win more bid by planning, tracking, and managing budgets



Budgets are developed based on a bid's strategic importance to a company



Organizations should set up processes for collecting reliable budget data, plan for unforeseen expenses and known constraints.

powered by  **Baachu**



The qualification phase can have the biggest impact on cost savings. Make informed decisions concerning whether to pursue new opportunities

powered by  **Baachu**



Work not completed during the opportunity/capture phase drives costs into the proposal phase.



After the RFP drops, obtain executive approval for an outline, dedicate time to communicating your solution to writers, and develop a writing plan

powered by  **Baachu**



Dedicate part of the budget to post-submission activities; capture lessons learned and implement continuous improvement

powered by  **Baachu**





Copyright © 2018 by Baachu, Baskar Sundaram

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Legal," at the address below.

Baachu
Sussex Innovation, No.1 Croydon, 12-16 Addiscombe Rd, Croydon CR0 0XT

www.mybidbuddy.com

Disclaimer

While an effort is made to use the most accurate available information, Baachu does not guarantee that the information shared is always current. Baachu does not warrant or make any representations as to the content, accuracy or completeness of the information, text, graphics, links and other items contained on its printed material and web pages.