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Quality Management

Quality Management

- Quality management enforces both opportunity and proposal processes and product quality. It also defines the means to measure and achieve quality.



Quality Management

- Quality outcomes satisfy stated or implied customer requirements, resulting in products that are free of defects.



Four Components

- Quality management comprises the following four components:
 - Quality Planning
 - Quality Assurance
 - Quality Control
 - Continuous Quality Improvement



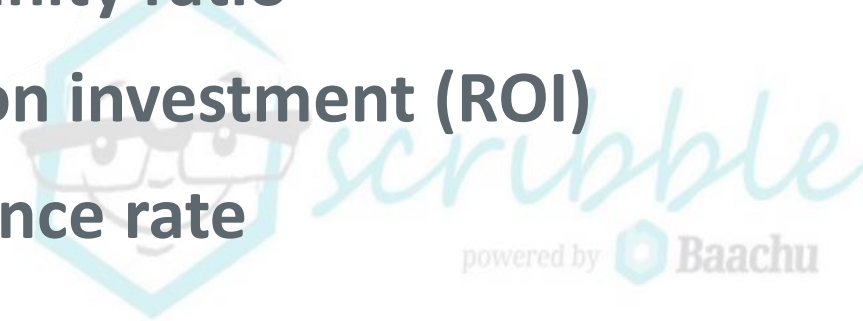
Establish a Baseline

- Before adopting a quality management system, companies must perform benchmarking to compare their quality baseline results with best practices.



Establish a Baseline

- Frequently used performance measures for opportunity and proposal organizations include:
 - Win rate
 - Opportunity ratio
 - Return on investment (ROI)
 - Compliance rate



Define Quality Standards and Measures

- In addition to measures related to bid outcomes, organizations should identify specific proposal quality standards and corresponding measures.



Continuous Improvement Cycle

- The PDCA, also known as the Deming cycle, is especially useful for processes such as opportunity and proposal operations that are often repeated.



Continuous Improvement Cycle

- The plan, do, check, act approach focuses on continuous improvement of processes to meet or exceed quality standards.



Understand Team Member Roles

- Each of the team member will have distinct responsibilities with regard to quality management.



Improvement and Measures

- Organizations should train their teams in quality processes, tools, and templates and continuously communicate lessons learned for process and product improvement.



In a nutshell

Quality management is focused on achieving the opportunity and proposal organization's desired outcomes, such as winning bid, increasing opportunity ratios, improving ROI, and/or decreasing errors.



Quality planning, quality assurance, quality control, and continuous improvement are all necessary parts of the quality management framework.

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Best practices in quality management abound and can be tailored to the opportunity and proposal environment.

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Quality management is a continuous cycle, incorporating lessons learned and innovations to efficiently and effectively improve services and products.

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