

Virginia based Architecture/ Engineering Design Firm

Name Withheld According
to Confidentiality Agreement

Design firm seeking clarity in federal approach contacts Trinity.

A Virginia-based full-service architectural/engineering design firm, ranked among the Top 500 Design Firms by industry journal *Engineering News-Record*, approached Trinity in 2009. The design firm wanted to improve its proposal process to maximize effectiveness and win rates. Trinity was chosen after the design firm experienced Trinity's winning proposal system while partnering on a bid with an existing Trinity client.

Trinity faced the challenge of presenting the design firm's qualifications and distinguishing it from the competition within a set format dictated by the standard federal form for architecture/engineering solicitations. In addition, contracting agencies routinely place severe page limits on these submissions, further constraining proposal preparation.

The Solution

Trinity provides comprehensive review, process analysis, and proposal development solutions.

Trinity evaluated the design firm's needs, previous proposal submissions, and the format required by the government form, and implemented the following solutions:

- Developed a proprietary, in-house template that exactly duplicated the required form while allowing entries to be formatted for optimal readability, visual appeal, and ease of evaluation
- Revised the design firm's existing content to emphasize benefits to the contract owner, highlight relevance to solicitation requirements, improve readability, and present information concisely to efficiently utilize the limited space
- Worked with the design firm to fully substantiate its claims and stated qualifications with comprehensive information, specific project and service examples, and related past performance

Trinity assisted the design firm not only to comply fully with RFP requirements, but moreover to identify and effectively present its features in terms of benefits to the contract owner, clearly demonstrating its unique qualifications and differentiating it from its competitors.

The Benefits

Trinity provides the blueprint for future success.

Trinity's efforts significantly enhanced the effectiveness of the design firm's proposal content and its visual presentation, while improving its compliance with RFP requirements and demonstrating contract-specific relevance. Moreover, the design firm undertook a complete restructuring of its marketing efforts as a result of the enormous potential for improvement demonstrated by Trinity's proposal development efforts.

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