

Advancing the arts, sciences, and technology of new business acquisition and promoting the professionalism of those engaged in those pursuits.



Packing for Disneyland

The **20th annual APMP conference took place in Arizona from 9-12 June 2009.** Having just returned from the conference, the Proposal Panda is planning to visit us in South Africa on 4 September for our first local annual general meeting. Apparently he eats shoots and leaves. Next year's conference is in Disneyland. **Sandy Pullinger** had so much fun in Arizona, she plans to join the Panda for more of the same.

Maybe no one taught you how to write a proposal, but most sales people are expected to know how. Believe it or not, there's a profession such as 'Proposal Manager', sometimes called 'Bid Manager'. For 20 years the Association of Proposal Management Professionals has been building a community of people in the profession. There's even an internationally recognized accreditation you can notch up on your biography. **Sandy Pullinger** just returned from the international conference in Arizona, attended by more than 500 people. Here's her take on the buzz in the world of proposals.

Meeting the god of Proposals

Unless you're Barack Obama, it's not often that you get to meet someone whose reputation precedes them. Rated as one of the world's top 10 sales trainers, **Dr Tom Sant** is certainly one of those people. And I was lucky enough to meet him over tacos and a beer. He's written three books, has an award-winning newsletter, and his webinars are attended by more than 1,000 people. Not to mention the fact that he was the first ever 'fellow' of the APMP – which puts him at the top of his profession and the proposal pile. Fortunately his ego doesn't exceed his reputation, so it was a great pleasure to get to know him and chat to him about his latest project. He's researching the qualities of a great sales person and figuring out how to reliably hire one. As it turns out, the ace question to ask is "What's more important, winning or trying your best?" Apparently successful sales people all want to win.

"I had Mexican tacos and beer with Tom Sant, the man who wrote the book on proposals." **Sandy Pullinger**

Walking with the Rattlesnakes

The conference was hosted at the Wild Horse Pass hotel by the Pima Indian tribe who inspired us with the history of their people. I went for a short hike in the Arizona desert with signs that warned me about rattlesnakes. I also went on a gentle boat ride from the hotel to Rawhide Wild West town, where I witnessed a gunfight and the sheriff sketched a 'Wanted' poster of me. Now I know I'm worth \$10,000. And it was a treat to escape winter in Joize for a few days of lazy sunshine and swimming.

Funky Proposal Junkies



What surprised me most was the warmth and humour of the delegates attending the conference from all over the world. The masters of ceremony set the tone by introducing the Proposal Panda. They also launched a cartoon caption competition. The picture was of someone lying dead on the office floor while co-workers comment. My favourite caption was 'All I said was he can take the weekend off'. One of the presenters did his gig in a hard-hat and overalls. Another had us rolling in the isles with anecdotes from his experience.

I met someone who works with hundreds of proposal writers in India. I met a member of a global virtual bid team that works around the clock. I made new friends and may even have influenced some people. So I won't need much persuasion to go to next year's conference. Besides, it's in Disneyworld. How could I resist introducing the Proposal Panda to Mickey Mouse?

Proposal Panda travels all over the world, for more about his excursions go to www.proposalpanda.com

Proposal Pioneers Unite

Join the South African chapter of the Association of Proposal Management Professionals by visiting www.apmp.org. Network with your peers and grow the profession. Membership only costs \$112.50 (about R925) per year with the new 'emerging market' discount. nFold co-founded the local chapter with Deloitte in 2006. Our training and events have been very popular. Topics are of interest not only to proposal and tender specialists, but also sales managers, new business development and senior management. We plan several events each year that are free to members. And some time in 2010 we will host our first local conference. In June 2010, the 21st US conference will be in Orlando Florida. The UK conference is in October. That is your chance to get the internationally recognized foundation level accreditation. Or you can do the exam online. Members get access to the online knowledge base, subscribe to the professional journal and get newsletters free.

Here is your chance to shape the future of the Association for Proposal Management Professionals. At the 1st AGM on 4 September we plan to form a committee. If you join the APMP by that date, you will get a 'proposal pioneer' certificate and pose for a photo with the globe-trotting proposal panda. In the coming weeks the committee will be responsible for registering a non-profit organisation and planning member benefits for the year ahead. Volunteer by sending us a short bio. We have the following portfolios: Chairperson, Treasurer, Membership, Events, and Training. Please reply to events@apmp.org.za with your proxy or to confirm that you will attend.

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