



7 Tips to Champion Your Proposal Team

1 Show the Business Impact of Proposals & Marketing

- Track win rates, bid volume, etc., to connect your team's efforts to revenue.
- Highlight how [well-organized content and assets](#) (DAM systems, templates, past proposals) speed up turnaround and improve win rates.

2 Use Data to Support Your Case

- Track and present metrics like # of proposals submitted, [rfp win rate](#), time spent per proposal, and rush requests.
- Demonstrate inefficiencies (searching for assets, redundant content creation) to justify DAM investments or process improvements.

3 Set Boundaries and Protect Your Team's Time

- Establish an intake process for proposal requests to prevent last-minute chaos.
- Encourage leadership to respect the time and [expertise required for high-quality proposals](#).

4 Secure Buy-In for Better Tools & Processes

- Position proposal automation tools as [productivity boosters](#), not "nice-to-haves."
- For example: Show how a **well-managed** DAM (including regular audits) reduces time wasted searching for assets and improves content consistency.

5 Secure Buy-In for Better Tools & Processes

- Educate SME's and leadership on the role of proposal and marketing teams in [winning more work, not just making things look good](#).
- Build strong relationships with SMEs, project managers, and leadership to **secure earlier engagement** in the proposal process.

6 Push for Recognition & Career Growth

- Advocate for AEC marketers to get a seat at the table in strategic planning discussions.
- Push to attend industry conferences, receive [ongoing marketing training](#), or certifications (e.g., **CPSM certification for proposal professionals**).

7 Manage Burnout & Advocate for Realistic Workloads

- Promote a **"less reactive, more strategic"** mindset around proposal planning.
- Encourage leadership to celebrate proposal wins—big or small—to keep morale high and [avoid proposal burnout](#) (could include **internal awards or bonuses tied to proposal success**).

Help Your Proposal Team Work Smarter, Not Harder