



***IT'S A MUST-WIN FOR US TOO.™***

## **RFPs generate more than 60% of a healthcare company's revenue\***



Healthcare is evolving, and competition is fierce. A winning proposal in response to a request for proposal (RFP) establishes your company as an invaluable, dependable partner your customer cannot live without.

A competitive RFP procurement process is an opportunity to demonstrate that you understand the unique problems facing your customers and prospects. It is essential that your message is relevant, clear, concise, and differentiating.

\*Loopio - Award-winning RFP library management system.

### **The problem?**

RFPs are a lot of work, and your plate is already full. You need knowledgeable proposal experts on your team to guide you through the process and articulate your value.

## **So what's the solution?**

**That's where Metre (mēdər) comes in. Engage with us and we will:**



Define your winning strategy



Create compelling content



Manage the project details for you



Improve the quality of your proposal

# Why Metre?

## Healthcare Sales Experts

Metre works **exclusively** with companies in the healthcare industry. With expertise in healthcare sales, strategy development, project management, and content development, our consultants specialize in producing strategic, compelling, and compliant proposals that truly differentiate you in the market.

## We Become Part of Your Team

Our seasoned consultants have ten or more years of healthcare proposal experience. We speak your language and understand how the system works. That experience means we can hit the ground running with minimal onboarding and training, immediately adding value to you and your team. We work beside you and on your behalf—**because it's a must-win for us too.**

## Proven Methods & Approaches

When it comes to sales messaging and RFPs, we know what works and we know what does not work. Our methods are rooted in sales and proposal best practices that have been perfected through thousands of engagements with clients like you. We remain adaptable, addressing market changes while recognizing what should not be compromised in order to deliver the best results.

## How Metre Supports You

Metre is a full-service proposal development firm that provides as much or as little support as you need, when you need it. We leverage our extensive knowledge and experience in healthcare, sales, and RFPs to help you win business. We work on projects of any size to support healthcare sales across all lines of business: direct-to-employer (ASO/fully insured), local and state government, Medicare, and Medicaid.

### Our clients engage with us in a variety of ways, including:

- ✔ **Proposal Development & Management**  
Plan to Win strategy development, project management, writing, graphics, formatting, production, and prep for finalist presentation
- ✔ **Staff Augmentation**  
Provide proposal professionals for internal team capability gaps or in support of RFP busy seasons
- ✔ **Win Strategy Development**  
Develop customer-focused win strategies for specific sales targets or markets
- ✔ **Training**  
Specialized proposal preparedness and response training for proposal, sales, SMEs, and account management teams
- ✔ **Process Definition & Implementation**  
Develop custom sales and proposal processes based on best practices and rollout for company-wide adoption
- ✔ **Finalist Presentation & Orals Coaching**  
Create customer-focused presentations for proposal finalist presentations and prepare the presenting team
- ✔ **Content Database Management**  
Set up database structure, write standard content for re-use, develop compelling value propositions for key differentiators, and maintain accuracy
- ✔ **Special Services**  
We also offer additional or stand-alone services such as mock evaluations, FOIA requests, and grant strategy and writing services.

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### Let's Talk!

[metreworks.com](http://metreworks.com)

[metreworksforyou@metreworks.com](mailto:metreworksforyou@metreworks.com)