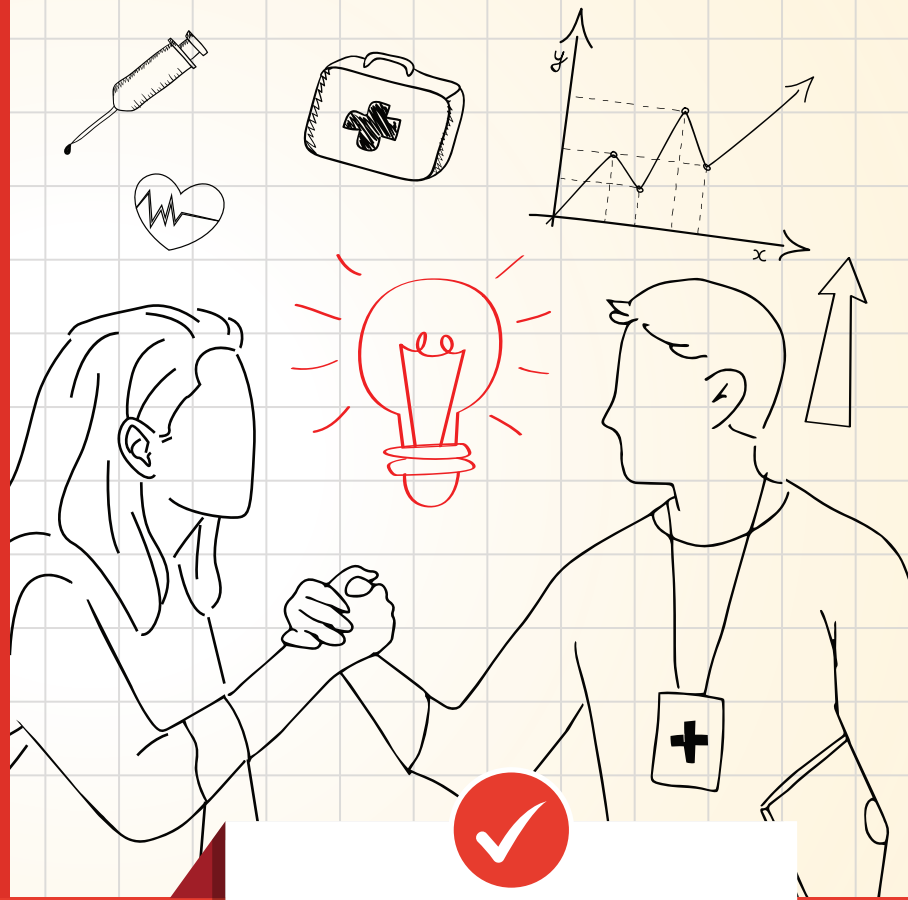




PLAN TO WIN[®]



Purpose

Positioning your company to win in a competitive procurement process requires a well-crafted proposal that meets the specific needs of your customer/prospect while highlighting your unique value. Your task is to convince the buyer to choose you over the competition. To do that, you must define a clear and shared vision of your Plan to Win[®] (P2W).

A Plan to Win[®] is important when:

- ✓ Preparing to respond to an RFP
- ✓ Proactively proposing to a new customer or group
- ✓ Entering new markets
- ✓ Expanding services with a specific group of buyers

IT'S A *MUST-WIN* FOR US TOO.TM

When your team understands what it takes to win, **you can deliver a compelling proposal that positions you for success.**

Metre offers three P2W packages for developing a sales strategy related to specific business opportunities.

P2W Foundation Package

The foundation package is ideal for organizations already engaged in strategic planning with key decision-makers. Our seasoned healthcare and competitive selling experts offer an objective, third-party perspective often missing from these discussions. We provide valuable industry insights, relevant feedback, and actionable recommendations during meetings and in a comprehensive P2W Insights Report.

P2W Framing Package

The framing package is ideal for organizations that need healthcare proposal and sales expertise to lead the development of an opportunity's win strategy. Our seasoned healthcare and competitive selling experts lead and facilitate strategy sessions where we dig deep into the needs and goals of your buyer, as well as your proposed solutions. Once completed, we provide you with valuable industry insights, relevant feedback, and actionable recommendations in a comprehensive P2W Insights Report. In addition, we provide an in-depth strategic plan for five key topic areas that outlines the proposed solution and associated value proposition.

P2W Blueprint Package

The blueprint package is ideal for organizations that need healthcare proposal and sales expertise to lead the development of an opportunity's win strategy specifically in response to a must-win RFP. Our seasoned healthcare and competitive selling experts lead and facilitate strategy sessions where we dig deep into the needs and goals of your buyer, as well as your proposed solutions. Once completed, we provide you with valuable industry insights, relevant feedback, and actionable recommendations in a comprehensive P2W Insights Report; an in-depth strategic plan for up to ten key topic areas that outlines the proposed solution and associated value proposition, plus an outline of the proposal's executive summary.

IT'S A MUST-WIN FOR US TOO.TM



Let's Talk!

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