

Thank you for standing by

..... The webinar will begin shortly





APMP and RFPIO present to you

The Power of Storytelling in RFP Responses



Presented by **Merwyn Reeves** // June 22, 2020 // 4 PM IST



Meet the speaker



Merwyn Reeves
Regional Sales Manager at RFPIO



“Cognitive psychologists describe how the human mind, in an attempt to understand and remember, assembles the bits and pieces of experience into a story...

Stories are how we remember.”

– Bronwyn Fryer, *Storytelling That Moves People*,
Harvard Business Review





RFPs: More than a sales pitch

- An important opportunity to tell your organization's story.
- The better you tell your story, the better you can differentiate yourself from competitors.
- The first step to telling your story right, every time? Quick, easy access to high-quality RFP content.





How should you build out your content?

- Fill it with content that informs and engages the reader
- Craft compelling narratives that resonates with your target audience
- Training your team to recognize narrative infused responses.





How does a content library help you tell stories?

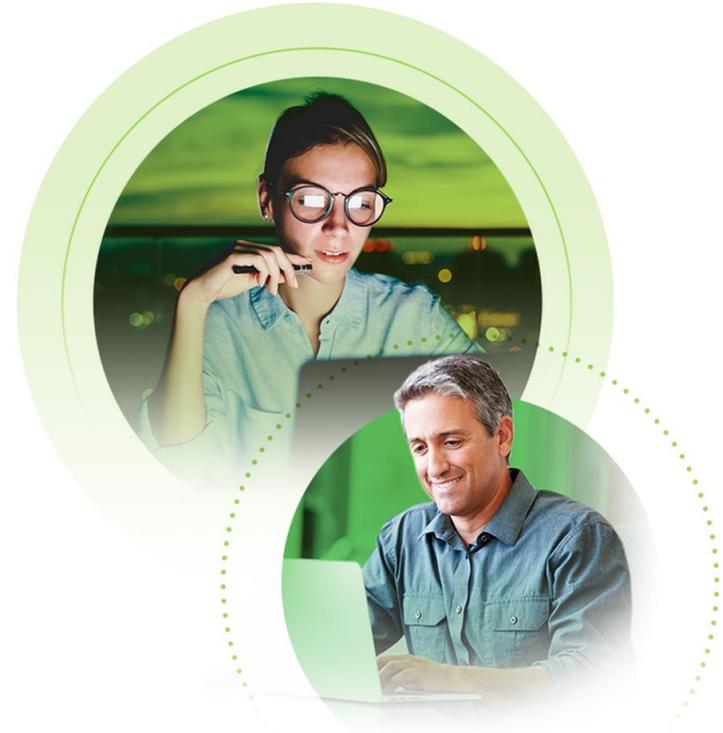
- Well-executed narrative content resonates with buyers the most.
- Teach your team to use and recognize narrative responses
- Consolidate commonly-seen answers, giving your team time to craft tailored responses





How do you keep your content relevant?

1. Regular content audits
2. What questions should you ask when auditing content?
 - Is this information current and accurate?
 - Does this convey the benefits of our services and/or products well?
 - Do the answers address business challenges others face?
 - How polished is the content?
 - How consistent is the tone?
 - Is the content easy to find?





Methods for auditing content

1. Keep content fresh

- Schedule regular audits
- Task subject matter experts with owning and updating assigned content

2. Organize your responses

- Create a mechanism that makes content easy to find
- Categorize content using tags and Collections



Q&A

