

APMP BW-M-APMP

Bid & Proposal Writing Micro-Certification (BW-M APMP)

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Question: 1

What do features describe within a win theme?

- A. The benefits of the offer
- B. The 'so what' of the offer
- C. The soundness of the offer
- D. The 'what' of the offer

Answer: B

Question: 2

When answering customer's questions, what combination of things could you introduce to maximise your opportunity to differentiate from your competition?

- A. The customer's needs, the customer's hot buttons, your strengths, mitigation of your weaknesses
- B. The customer's hot buttons, your strengths, mitigation of your weaknesses, your competitor's differentiators
- C. Your strengths, your customer's needs and hot buttons, your win strategy
- D. Your win themes, relevant solution features, the customer's needs, the customer's hot buttons

Answer: A

Question: 3

Why should a proposal writer anticipate and ask themselves 'what will make the reader uncomfortable, skeptical or fearful'?

- A. To ensure these aspects are not included in the proposal
- B. To ghost the competitors
- C. To ensure the proposal is personal
- D. To ensure specific answers are provided to anticipated questions

Answer: D

Question: 4

Which best practice technique helps proposal writers concentrate on being customer-focused?

- A. Refer to the customer less than your organisation
- B. Situate your organisation as the hero of the story
- C. Reference the customer more than your organisation
- D. Describe how the customer will deliver the solution

Answer: C

Question: 5

As an incumbent, when writing about an event which led to a negative outcome for your customer, what is the best way to handle it?

- A. Give evidence of how you managed and overcame the problem that led to the negative outcome
- B. Use proof points from other customers to evidence where you have overcome similar problems in the past
- C. Use performance data to evidence that you have a strong track record of delivering other services to the customer
- D. Ignore the negative outcome and focus on the positives

Answer: A

Question: 6

Which is a best practice when explaining your solution in the body of a proactive proposal?

- A. Include all aspects of your standard solution
- B. Do not repeat the customer's hot buttons already identified in the executive summary
- C. Align each major element of your solution against the customer's hot buttons
- D. Be thorough and comprehensive in explaining all of the features

Answer: C

Question: 7

What is the main purpose of using content plans in writing proposals?

- A. Content plans give you an understanding of the style and language to use in the proposal
- B. Content plans provide a clear and shared view of the finished proposal, before you start writing
- C. Content plans provide ideas, to then filter, before you develop the content

D. Content plans support the development of mock ups for all proposals

Answer: B

Question: 8

If bid instructions haven't specified a heading format, which of the following is best practice?

- A. Mimic evaluator's topics and sequencing
- B. Use your organization's standard proposal template
- C. Use active headings
- D. Use headings from previous RFPs

Answer: A

Question: 9

Why should writers use proposal theme statements throughout their proposals?

- A. To help writers include the win strategy that you are using to be successful
- B. To provide a slogan or phrase that catches the customers attention
- C. To provide a strategy describing what you will do for the customer
- D. To help writers incorporate discriminators and the links to critical customer needs

Answer: D

Question: 10

When your legal or contracts team do not allow you to write client specific value propositions to limit potential liability, what's the best approach that you could take?

- A. Use more general, pre-written value propositions that do not include client specific value
- B. Develop parametric value propositions to show what another similar customer has achieved by deploying the same solution, remembering to carefully state all assumptions and conditions
- C. Create parametric value proposals that show non-quantified benefits that your client cannot hold you to
- D. Supplement your client specific value propositions with carefully developed assumptions and conditions to protect your organization

Answer: B

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