



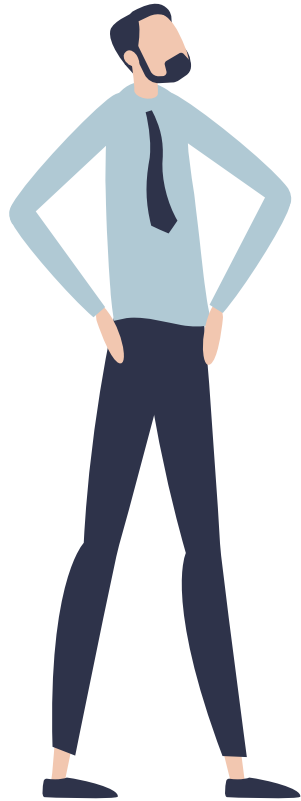
10 Tips

to Craft Compelling BOE Narratives



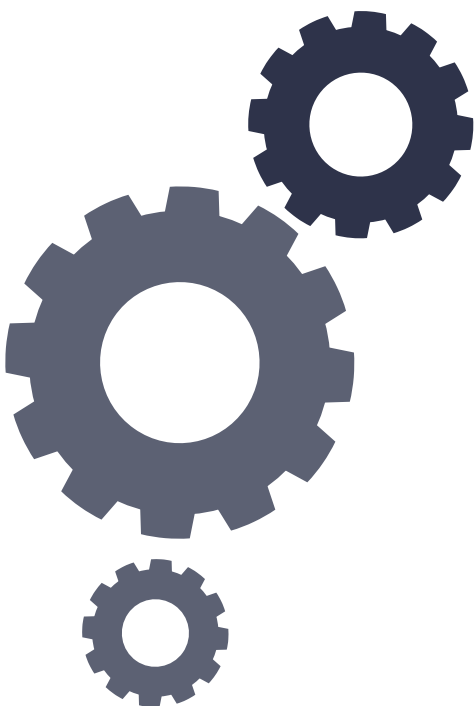
Your ability to write persuasive Basis of Estimate (BOE) narratives during the proposal process can distinguish between two states: a win leading to a continuous stream of profitable work—or a loss.

Here are 10 tips to consider before you put pen to paper or hands to keyboard:



Harness the Power of Details.

Establish credibility by providing the specifics of your past accomplishments. For instance, describe how your team conducted 200 penetration tests on a government building facade to identify vulnerabilities and safeguard critical monitoring data.



Start with a Captivating Anecdote.

Engage evaluators with a compelling story that sets the stage for your proposal. For example, imagine two cities separated by a river yearning for connectivity, which your contracting firm's digital-twin communications platform can help create.



Include Vivid Descriptions.

Use evocative language to describe project objectives and methodologies. For example, create a vision of your project by explaining how you'll produce 3D-printed models of a bridge construction's every detail to ensure structural integrity.



Incorporate Data.

Use persuasive statistics to reinforce your arguments. Show how you can reduce costs by a specific dollar amount, complete a project weeks ahead of schedule, or improve digital system resilience by impressive percentages.



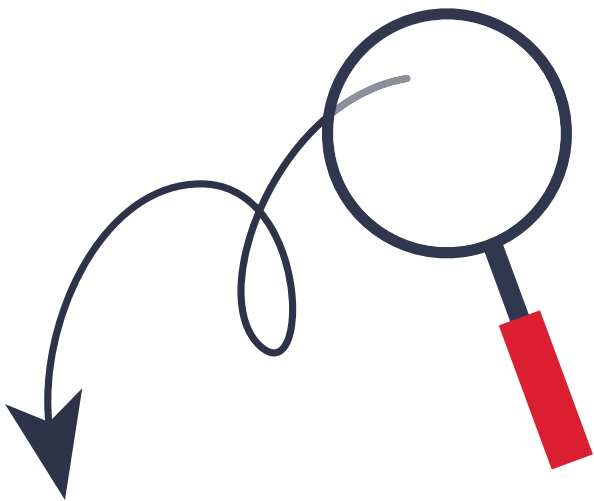
Highlight Expertise.

Showcase your organization's relevant track record and experience. Mention landmark projects, such as an event-based digital media architecture that also served as an innovative demand-generation tool, to instill confidence in evaluators.



Establish Subject-Matter Authority.

Provide evidence of your team's specific achievements. Highlight certifications, such as the fact that all six of your firm's cybersecurity pros have earned CISSP, CISA, and Security+ certs, making them highly qualified to defend against emerging threats.



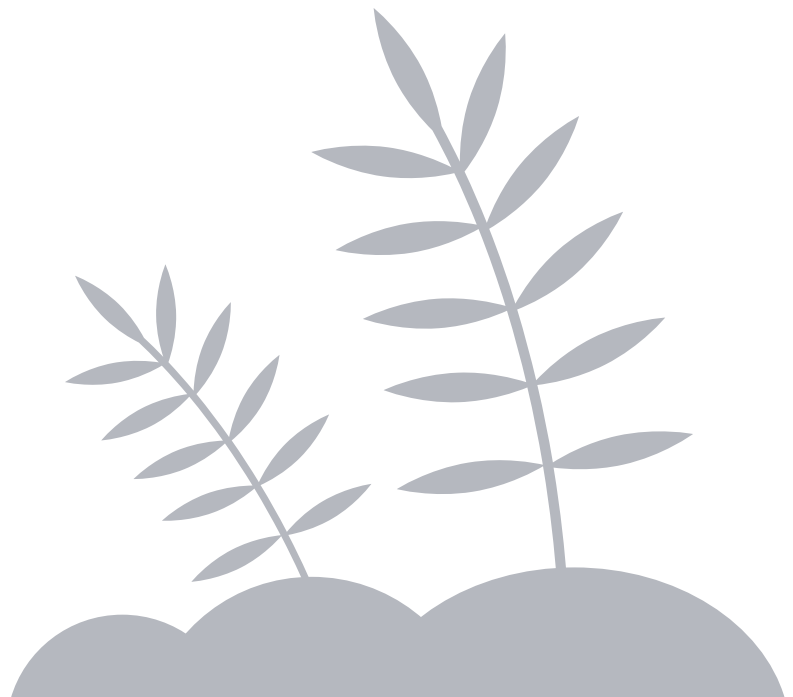
Address Mitigation Strategies.

Acknowledge and overcome potential challenges by outlining proactive risk management approaches. For example, explain how you can mitigate the environmental impact of a rezoning project by partnering with sustainability and natural ecosystem experts.



Demonstrate Cost-Effectiveness.

Use the narrative to complement your BOE tables and showcase your ability to deliver cost-effective solutions. Highlight your track record of staying within budget by partnering with technology firms that allow you to negotiate exceptional pricing for critical hardware components.





Emphasize Risk Management Strategies.

Clearly outline your risk management strategies to alleviate government agencies' risk aversion. For example, demonstrate how to conduct continuous security audits and establish contingency plans. Show how you can clear business disruptions and maintain project timelines even in challenging circumstances.



Highlight Collaboration Partnerships.

Demonstrate your firm's ability to work effectively with government stakeholders. Mention past successful collaborations with academic institutions, industry experts, and agencies that have helped you foster an ecosystem of knowledge sharing and innovation.



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