

ISSUES, FEATURES, BENEFITS, PROOFS (IFBP)

The Issues, Features, Benefits, Proofs (IFBP) Matrix is a valuable tool for clearly articulating a client’s issues, your proposed solutions and features of your approach, and the resulting benefits to the client and proofs. This matrix helps structure your proposal content in a way that is client-focused and persuasive.

To develop an IFBP matrix, you would start by identifying the key issues or challenges your client is facing. If you are unsure what the key issues are, ask the client. For each issue, you would propose a specific solution addressing that challenge. Next, you would highlight a particular feature of your approach that makes your solution unique or effective. Clearly state the benefit that the client will receive as a result of implementing your solution. Finally, identify where you have successful completed this approach on previous projects.

By developing a comprehensive IFBP matrix, you ensure that your proposal addresses all the client’s key concerns while clearly demonstrating the value and advantages of your approach. This structured method allows you to create a compelling narrative that shows what you can do and why it matters to the client.

ISSUES: FROM THE CLIENT’S PERSPECTIVE (Keep in mind what is important to the client, this is not about you) These are issues you have heard directly from the client. Identify client’s concerns to achieve their goal. The client's concerns in selecting a provider to achieve the goals. The reason, or one of many reasons, why the client is seeking services. The client has a problem that needs to be solved. Key issues/challenges relate directly to achieving the client's goals.	FEATURES: Your team's approach (solutions/strategies) to directly alleviate/solve project issues/challenges. This is what you bring to the table, what you offer, or what services or approach you are proposing to address the issues/challenges. How the features of your offer respond to the client's key issues.	BENEFITS: What will the features proposed prove to the Client and how do they address their goals. How will the client benefit if your feature works? Clearly state the value/benefit the client will realize. What it will do for the client. Remember, features cause the question "So What?" and the Benefits answer it. BEST Practice: Features tell but benefits sell. The proposal should communicate those benefits in a way that truly reflects and addresses the situations, problems, needs and desires of your client. Best value for the client to: <ul style="list-style-type: none">• save money or time decrease change orders• reduce risk• provide higher quality• added value• better reliability	PROOF: Validation and substantiation that benefits are real - prior experience examples. This tells the client when or where you have performed the FEATURE that resulted in the BENEFIT, it validates or proves our features and will give the client reassurance that you can provide them with the benefits you promise. Keep in mind that you are not trying to prove that you have the features; you are proving that the benefits are real. Proofs are the facts, references, and other evidence that you can deliver the benefits promised.
EXAMPLE:			
High energy costs and poor environmental performance of their existing office building.	Implementation of a state-of-the-art, energy-efficient HVAC system with smart controls.	Significant reduction in energy consumption and costs, improved indoor air quality, and enhanced environmental sustainability.	Evidence: Case study from a similar project where the installation of the same HVAC system resulted in a 30% reduction in energy costs and received LEED Gold certification.
Frequent traffic congestion and safety issues on the existing bridge due to its outdated design and limited capacity.	Design and construction of a new, wider bridge with advanced traffic management systems and enhanced safety features.	Improved traffic flow, reduced congestion, and enhanced safety for all users, leading to a more efficient transportation network and reduced accident rates.	Evidence: A similar bridge project completed by the firm in another city resulted in a 40% reduction in traffic congestion and a 25% decrease in traffic accidents within the first year of operation.
Previous experiences with non-compliance and inefficiency in meeting project requirements, leading to delays and additional costs.	Implementation of a robust project management system with real-time tracking and compliance monitoring, along with a dedicated compliance officer to ensure all requirements are met efficiently.	Assurance of timely and efficient project completion, adherence to all regulatory and contractual requirements, and minimized risk of delays and cost overruns.	Evidence: A recent highway project where the firm utilized the same project management system and compliance protocols, resulting in 100% compliance with all requirements and completion two months ahead of schedule.

Issue #1:	How will you solve Issue #1?		
Issue #2:	How will you solve Issue #2?		
Issue #3:	How will you solve Issue #3?		
Issue #4:	How will you solve Issue #4?		
Issue #5:	How will you solve Issue #5?		