

Helping you **WIN MORE** and win more easily

Executive brochure 2019



Strategic Proposals



I have no doubt that Strategic Proposals' support is a critical differentiator and hugely valuable in winning.

Sales lead, IT sector



5 Fellows

Only proposal company endorsed by ISM



#1 ranked APMP ATO worldwide

6 Fellows of APMP UK

12 APMP UK Professionals

21 APMP-certified UK consultants

HELPING SALES TEAMS TO WIN FOR OVER 30 YEARS

Proposals are key to winning and retaining business. As the UK's leading proposal management specialists, we've helped clients in over 37 countries to win major deals and to radically improve their win rates.

So what is it that makes Strategic Proposals the proposal and pitch partner of choice for so many organisations, in so many sectors?

- ✓ Most importantly, it's the **calibre of our team**. We only employ experienced proposal experts – for example our 21 UK APMP-certified consultants have an average of 13 years experience. And our team work for us full-time, helping us to ensure consistency and quality.
- ✓ We're **easy to work with** – we engage quickly and know how to build rapport and trust, so clients come back to us again and again.
- ✓ We know how to **influence evaluators**. Our UK business started life as a professional practice within a leading procurement consultancy; many of our staff started their careers in purchasing, and we regularly carry out **thought-leading research** with buyers and bidders.
- ✓ **We get results**. Whether you need to win a specific deal or want to improve your overall win rate, we've shown again and again that we will deliver success.

We know what it takes to win and have garnered numerous accolades including being finalists in or winning 19 industry awards in the past five years.

We're fiercely competitive, and passionate about winning, while being extremely collaborative - often working alongside internal bid specialists. So we'll find ways of working together with your teams to ensure you achieve the kinds of results that others have enjoyed. We'd love to bring our winning ways to help you and your teams be more successful.



Jon Williams Managing Director

Fellow, Association of Proposal Management Professionals

WHY ARE PROPOSALS IMPORTANT?

Your written proposals should be a source of competitive advantage for your sales team.

Done well, your proposal will propel you significantly ahead of the competition. Done badly, it can lose you the opportunity. So it's critical that you have the right support at the right time to help you capture the most important deals in your pipeline.

78% of buyers see proposals as the most important factor in the evaluation process.

75% of buyers agree that the best proposals usually win.

Source: buyers' view of bidders whitepaper 2018

Strategic Proposals has completely transformed the way we approach and create our proposals at Hymans. Since embarking on an improvement programme, our win rate has doubled and we have reduced the amount of fee earner time spent on proposals by over 50% per proposal. This has made a huge difference to the business.

HYMANS ROBERTSON

See the video testimonial:

WHY WORK WITH STRATEGIC PROPOSALS?

Strategic Proposals' UK team helped our clients to win business worth over **£15 billion** in the last 5 years



capture rate on client deals supported



We bring **unique insights** into proposal best practice and purchasing, to help you to do the

RIGHT THINGS at the **RIGHT TIME**

20+ APMP-qualified UK-based staff



40+ colleagues **worldwide**



and clients in many different sectors

A PROVEN METHOD FOR SUCCESS

There are several different ways in which we can help you win by:

- Transforming your proposal capabilities
- Supporting your teams on specific deals



ASSESS YOUR CURRENT CAPABILITY

Understanding your current proposal capabilities and how you could improve



WIN YOUR NEXT BID

Helping you win a specific bid using our hugely experienced, expert team



PROACTIVE & RENEWAL PROPOSALS

Using proactive and renewal proposals to influence - or avoid - a formal RFP



ACCESS TO THE RIGHT CONTENT

Creating and maintaining a strong library of well-written, up-to-date pre-written proposal content



IMPROVING PROPOSAL SKILLS

Training and coaching to ensure that everyone involved in proposals has the necessary skills



OUTSOURCED SUPPORT

Providing bespoke contracted support services for multiple deals - which can include fixed price and risk-reward options



BUILDING WINNING CAPABILITIES

Delivering tried-and-tested solutions to embed improved proposal capabilities and processes



KEEPING YOU COMPETITIVE

Ensuring your capability continues to give you a competitive advantage

Test your own proposal and pitch capabilities by using our acclaimed, free-of-charge self-assessment tool here: proposalbenchmarker.com

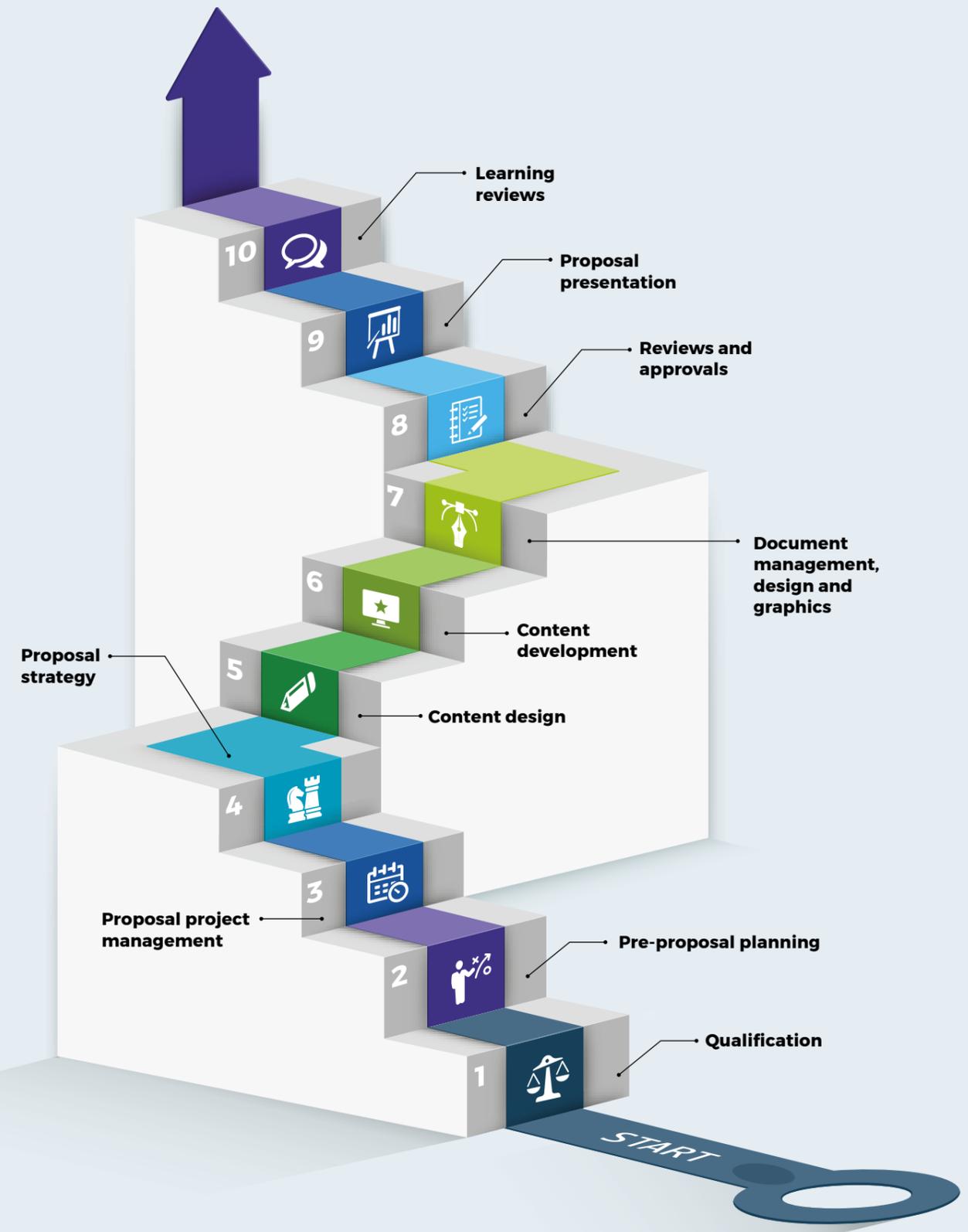


The tool has been used by more than 550 organisations and reached the final of Innovation in Sales within the British Excellence in Sales Management Awards 2018



A FLEXIBLE APPROACH TO HELPING YOU WIN

Whether we're working with you on a specific deal or helping you to improve your own capabilities, we'll draw upon the relevant elements of our tried-and-tested approach to creating winning proposals - as shown below.



CLIENT SUCCESS STORIES

UK-based pension service provider



DOUBLED WIN RATE IMPROVEMENT
HALVED COST OF BIDDING

Global advertising and media organisation



£1.1bn CONTRACT WIN

Multinational finance and insurance corporation



£20m REVENUE WON
25% TO 80% WIN RATE IMPROVEMENT

UK division of global insurance company



WON 10 CONSECUTIVE DEALS
TRIPLED WIN RATE ON CLIENT-LED DEALS

Major US healthcare provider



\$19.8bn CONTRACT WITH LARGE US STATE

World-leading engineering professional services firm



+39% WIN RATE IN 12 MONTHS



UK NHS trust



100% WIN RATE
HIGHEST SCORE IN THE EVALUATION PROCESS

Multinational IT equipment and service company



100% SUCCESS RATE
THREE MAJOR CROWN COMMERCIAL SERVICES' WINS

UK-based construction design partnership



HS2 STATION DESIGN CONTRACT WIN

Malaysian infrastructure conglomerate



SUCCESSFUL BID FOR MULTI-BILLION POUND RAIL CONTRACT

INTRODUCING SOME OF OUR TEAM...

Graham Ablett
CPP APMP

Director of our company
BESMA finalist, 2018 & 2019



As a Director of the business and with over twenty years' experience in proposals, Graham helps clients to win business in a number of different ways including:

- Winning specific projects and contracts for clients, such as Caggemini and Hitachi, by providing 'hands-on' strategic proposal and presentation support in formal procurement and informal / proactive sales scenarios
- Delivering interim management and consultancy services to help organisations like DLA Piper and Hymans, to improve their win rates whilst increasing the efficiency of their bid and proposal operations
- Benchmarking and proposal capability development projects with clients such as Arco, HSBC and Willmott Dixon.

Graham has supported clients across a wide range of industries including IT services, professional services, travel, logistics, oil and gas, financial services, healthcare, facilities management, real estate and telecommunications.

Kim Panesar
CF APMP

Design manager



Working for some of the top print and design firms has enabled Kim to hone the skills needed to create effective and impactful proposal designs and graphics. He has delivered design projects for many of our clients including Microsoft, National Express and Hitachi.

He creates formal bid responses and presentations, as well as engaging proactive and renewal proposals. Kim works with our other designers to create interactive submissions, videos and animations. He is also a professional photographer - often creating bespoke images for specific client projects.

We are very proud of our high-quality, passionate, experienced people. We've introduced four of them below to give you a flavour of our skills and seniority, but you can meet our whole team on our website, strategicproposals.com

Lorraine Baird
CPP APMP

Director of our company
BESMA finalist, 2018
European Women in Sales Awards Finalist, 2017



Highly regarded bid and proposal specialist, with additional skills in training, recruitment, coaching and management. Lorraine brings deep knowledge of financial services and utilities sectors and the ability to apply these elsewhere.

Lorraine specialises in helping organisations to win the right business, cost-effectively. She does this by helping teams to develop winning strategies and compelling proposals - ultimately getting them to the successful outcome that they desire.

Lorraine's skillset includes:

- Producing winning responses by developing and implementing robust contact / win strategies and building persuasive value propositions
- Developing / enhancing proposal capabilities by equipping bid teams with the right skills and tools so that they can produce their own winning proposals and presentations.

Chris Hynd
CF APMP

Proposal writer
2018 APMP UK writing award finalist



A passionate writer and editor, Chris has an excellent understanding of the rules of proposal best practice. Using a concise, persuasive and creative style, he ensures that every tender submission tells a compelling story.

Chris has supported clients to win deals across many sectors including construction, savings and investments, insurance, IT and civil engineering. He brings fresh ideas, a meticulous eye for detail and a strong will to win.

Prior to joining Strategic Proposals, Chris worked with energy giant SSE - helping them secure major energy infrastructure contracts across the UK and Ireland.

The leading proposal management experts

Why choose StrategicProposals ?

- ✓ High-calibre team
- ✓ Buyer insights
- ✓ Delivers results



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