



Passionate
about Proposals

StrategicProposals

Win more, win more easily

Are your win rates high enough?



Your written proposal is a key element of a successful sales campaign – so it's crucial that you submit truly first-class documents for each opportunity you pursue. But are your proposals always better than those of your competitors?

Are you confident of success in the 'must win' deals on your pipeline? Are you cutting through the noise level and ensuring that your message is heard? Are you proud of the way in which your sales proposals represent your capabilities to the outside world?

Is proposal generation a catalyst for high-quality teamwork and outstanding creativity? Is your bid process extremely efficient and understood by everyone involved? Or is developing proposals a struggle - characterised by late-night working, fraught nerves and last-minute panics? Perhaps it's time to stand back and look

at the way proposals are produced, rather than accepting that "this is the way they've always been done"?

Whether you need to transform your proposal development capabilities from 'run-of-the-mill' to world-class - or to hone the skills of an already high-performing proposal organisation - Strategic Proposals can help.

We have an unparalleled track record of helping organisations worldwide to improve the quality of their proposals significantly – thus improving their win rates and optimising their cost of sale.

Sample win rate improvements achieved by Strategic Proposals clients

Market sector	Win rate (start)	Improvement activities	New win rate
IT Services	12%	Trained contributors, live deal facilitation, improved qualification	33%
Financial Services	20%	Benchmarking, training, strengthening proposal centre & processes	50%



Improving your proposal capabilities

To identify how you can improve the effectiveness and efficiency of your proposal capabilities, we offer a range of proposal benchmarking services. These compare your current approach to best practice and to peer group scores from over 125 organisations worldwide.

We analyse both the quality of your organisation's written proposals and the way in which you manage proposal development. Our assessment is based on a focused evaluation of a number of recently-submitted documents, as well as structured interviews with key internal stakeholders and with customers.

This 'stake in the ground' shows where you are today, and identifies gaps in capability. From this, we develop a clear, prioritised improvement plan – identifying your options to sharpen your proposal approach, and analysing the expected return on investment. We can then help you to manage the resulting programme, as you build an enhanced Proposal Centre operation and deliver a myriad of other highly-focused improvements.

Our style throughout is highly practical: drawing on our experience of successful proposal development and of purchasing techniques to identify ways to increase your win rates, improve your efficiency and minimise your risk.

"The results of the assessment really helped raise awareness of the issues and bring much needed attention to the proposal situation."

Proposal Manager, Insurance



World-class proposal training

Providing the right training for staff involved in proposals is integral to your success. Yet our research shows that most organisations fail to train their bid teams in key proposal skills.

Whether it's salespeople, proposal professionals, or the technical and business staff who contribute content, you need to ensure that all those working on proposals have the necessary skills!

We offer a range of highly-acclaimed courses to transfer best practice skills and tools in an informative, highly interactive and entertaining way.

Strategic Proposals is an Accredited Training Organisation for the Association of Proposal Management Professionals. If you work in a proposal-related role and are looking to gain recognised professional accreditation, please contact us for further information.

"I thought the way the course was devised was really good"

Proposal Writer, Asset Management

"Presented extremely well. Kept attention at all times & very interesting, and would apply to real life experiences"

Proposal Manager, Middle East

"Enjoyable and very useful. Can't wait to put in to real situations!"

Proposal Writer, Financial Services

"So much relevant information, easy to learn in such a short time: excellent!"

Proposal Manager, IT, Germany

"Very useful material for immediate implementation!"

Bid Manager, IT

"The training was both practical and informative the best practice advice was realistic and not just acquired from the latest management handbook"

Senior Consultant, Professional Services

"The Strategic Proposals team was recommended to Fujitsu Services at the start of a programme to improve the quality of our proposals and raise the capability of our business to win business. Melding their best practice with ours led to what we know as the Winning Propositions Masterclass that has been jointly delivered to over 600 people.

Not only has the feedback of the best practice and their training always been above 9 out of 10 but more importantly there has been a significant improvement in our win rates over two years. We continue to involve Strategic Proposals in our programme in areas of campaign management as well as bidding.

The language people use in the bid process has the Strategic Proposals DNA within it. A job well done and a great partner."

Dave Birch, Winning Business Programme, Fujitsu Services

Expert proposal support

In addition to our benchmarking and training services, our consultants bring wide-ranging experience to developing your proposal capabilities.

We can help in a number of ways, including:

- **Hands-on proposal management support:** working alongside your bid team to produce a truly first-class proposal for must-win deals
- **Client audits:** drawing on our purchasing background to get to the heart of what evaluators honestly think of your proposals
- **Designing and building high-quality proposal centres**
- **Interim management** - with our highly experienced staff available to fill senior roles in your proposal centre
- **Pre-written content development:** building libraries of high-quality answers to support a fast, responsive proposal process, and embedding the processes to keep the material up-to-date

"Their expertise and guidance proved invaluable in our getting a large effort that was not going well back on track and helping us to ultimately win the deal."

VP of Marketing and Sales,
Commercial Banking



The ProposalGuys

To receive regular updates on proposal management best practice, head over to our popular blog at www.theproposalguys.com. Described as "informative, entertaining and irreverent", this free site is updated at least twice a week with ideas that will help you to sharpen your proposal capabilities.

"We engaged the Strategic Proposals practice to help us to bring about a radical change in the quality of proposals that we submit to our most important international customers. They've worked closely with us to inject fresh thinking and best practices.

Their initial benchmark gave us objective feedback on the current quality of our proposals and processes. They created a clear implementation plan and programme to build a new and improved strategic proposal centre. The team has helped us to set up new processes, and have delivered excellent training and education for our sales and proposal staff.

The quality of our proposals has improved very significantly as a result. I've enjoyed working with them and view them as trusted advisers."

Ben Elms, Head of Operations, Business Marketing, Vodafone

Winning proposals

Test your current approach!

- **Is your current win rate high enough?** (Indeed, do you even know what it is?)
- **Are you confident that your proposal is always the best of those that the customer will receive?** (There are no prizes for coming second in the bidding race - a silver medal as the 'best loser' merely confirms that you invested more effort for less return than anyone else!)
- **Do you have a clear rationale and strategy for pursuing each opportunity?** (Are you ruthless in 'spotting the winners'? Do you even know what you're bidding for at the moment?)
- **Do your proposals superbly articulate a compelling story, each and every time?** (Are they a joy to read?)
- **Can you draw on high-quality pre-written content, tailored to each opportunity and then appropriately approved?** (Or are proposal teams 'making it up as they go along'?)
- **Do you have dedicated space in which proposal teams can work securely, creatively and effectively?**
- **Do you run Learning Reviews for your bids, win or lose?** (Many organisations run 'loss reviews' or 'post-mortems' when they fail: we're as interested in learning how you can replicate what went well on the deals that you win!)

"Having been manager of the Proposal Centres at two of the largest companies within the Netherlands, I've had the benefit of working with Strategic Proposals twice - and of seeing the results they achieved! Their passion for proposal management really has made a huge difference in achieving great win rates"

Head of Proposal Management



Trusted to deliver results

The Strategic Proposals team is passionate about proposals

Our goal? To help you to produce world-class, winning proposals that are consistently aligned to your customers' real needs, differentiating you from your competitors.

The result: a truly innovative approach to proposal development that has helped numerous organisations to substantially improve their win rates.

Credible

All of our team members, without exception, have held senior proposal roles within major organisations.

Practitioners

We don't just talk about proposals: we all regularly roll up our sleeves to win live deals.

International

From offices in the USA, UK and Netherlands, we've worked with clients in over 20 countries worldwide – from Boston to Bangalore, from Sydney to Shanghai to Stockholm.

Proven

We've delivered successful programmes for numerous organisations in a wide range of market sectors with outstanding feedback.

Innovative

Our acclaimed proposal management blog (www.theproposalguys.com) helps to keep clients up-to-date with the latest thinking.

Buyer-centric

We work in close partnership with PMMS, the world's leading purchasing consultancy. Indeed, our UK operation was launched as part of the PMMS group in 2001, before being established as a stand-alone business in 2006.

Acclaimed

Our team are popular presenters at conferences worldwide, regularly receiving the highest feedback ratings of any presenter.



Jon Williams
UK Managing Director

Jon Williams, who established our European operation in 2001, is a Fellow of the Association of Proposal Management Professionals (APMP). After spending the early years of his career in purchasing, Jon set up a hugely successful Strategic Bid Centre for a major technology company. He was the first Chief Executive of UK APMP, and has won a number of industry awards.



BJ Lownie
US Managing Director

BJ Lownie founded the P3 Consulting Group in the US in 1987. He brings years of experience in building proposal centers, developing and delivering training and managing proposal efforts. He is a founding member of the APMP, a frequent presenter at industry events and has published articles within the APMP Journal and Perspective. P3 Consulting Group was renamed Strategic Proposals in 2006, as part of our move towards a consistent worldwide brand. He has attained APMP Professional Level accreditation.

"I've used the Strategic Proposals team to train our UK and European bid managers, and have been delighted with the outcomes. They bring fresh thinking (with original techniques drawn from their purchasing understanding), and present innovative techniques in a dynamic and entertaining way. They have really helped us to strengthen our proposals and improve our win rates. We've worked with several proposal consultancies over the years, and Strategic Proposals is consistently the best."

Sales Director, Professional Services

StrategicProposals

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