



Looking to improve your win rates by developing your proposal capabilities?
Needing expert support to deliver projects that will make it easier to win?
Keen to make your proposal centre and process work more effectively?

You recognise – perhaps having been through one of our benchmarking exercises – that you want to develop your proposal capabilities.

Over many years, we've developed tried and tested solutions to numerous proposal challenges, which we adapt to meet the specific needs of each of our clients. These solutions can be delivered as a single intervention, a set of improvement projects or a transformation programme delivered on an interim management basis.



Pre-written proposal content

Creating and maintaining a strong library of well-written, up-to-date pre-written proposal content is essential if you're to develop winning proposals efficiently.

- You might already have a library of standard content – held in shared folders or a tool – which you struggle to keep updated. Our highly skilled experts can quickly bring your content back on track.
- If you need to build a content library from scratch, we can help you understand your Frequently Asked Questions, engage your experts, develop content with them and embed the tools and processes best suited to host and maintain your content.
- You might want to create re-usable proposals by product / service / sector – enabling your sales team to quickly and easily produce their own tailored submissions for their clients.
- It's not just words that matter: we can bring professional design support to help develop libraries of photographs and tailorable proposal graphics.



Enhancing your proposal organisation

Optimising your proposal centre resourcing, structure and approach will pay huge dividends. We offer a range of services to support you that include:

- Defining and/or transforming best practice roles and responsibilities.
- Optimising your proposal support model – including earlier engagement on renewal and proactive proposals, and during pre-proposal planning.
- Skills analysis, leading to assessment / development centres.
- Recruitment management.
- Management information, key performance indicators and reporting.
- Training and coaching support.



Proposal process improvement

Depending on the maturity of your process, we have a variety of approaches designed to embed a consistent, repeatable process:

- Refinement and improvement of your existing process.
- Adapting our off-the-shelf proposal process checklists to suit your organisation.
- Implementation of specific process improvements – for example, for qualification, pre-proposal planning, peer reviews ('red teams') and learning reviews.
- Helping to define a new corporate best practice process following a merger or acquisition.



Template development

The look and feel of your proposals has a huge impact on how they're perceived by evaluators. We can help with:

- Designing a robust set of standard templates which can be quickly tailored to reflect your branding preferences.
- Developing tailored collateral for proposals and packaging to produce high-impact materials that can then be adapted for each bid.

Project work of this nature varies from client to client, and our consultants are expert at tailoring their approach to each scenario. We also relish fresh challenges: you won't find a more experienced team to help you, whatever the opportunity to improve.

Our credentials



Processes proven to make an immediate **impact**



SOPHISTICATED
tools to help develop and test resource requirements

A delivery team who have all held senior proposal management roles



Database of metrics and learnings from hundreds of improvement projects



A deep partner network for specialist proposal needs



Strategic Proposals helped us win more business following their benchmarking, training and live tender support services.

With their support, our win rates have quadrupled and our cost of sale has halved.

Commercial Director, Professional Services



We have worked closely with Strategic Proposals over the past year to improve our proposal processes and the quality of proposals that we are issuing.

The Strategic Proposals team has great experience of working on major Proposals and their ability to review our current practices and propose improvements is excellent.

They have also been great at advising and coaching the team and helping to engage with senior stakeholders.

Head of Product & Change Management, Banking

