

Giving you a competitive edge in Transport and Logistics



Helping sales teams 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 bids, including several transport 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?

- ✓ We are the leading proposal management experts, with genuine insights in to your industry
- ✓ We are truly passionate about proposals
- ✓ We bring you an in-depth understanding of buyer processes and techniques
- ✓ We've exceptional experience in managing, developing and producing winning proposals and pitches
- ✓ We make it easier for you and improve your chances of winning.

We know what it takes to win a major transportation deal 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

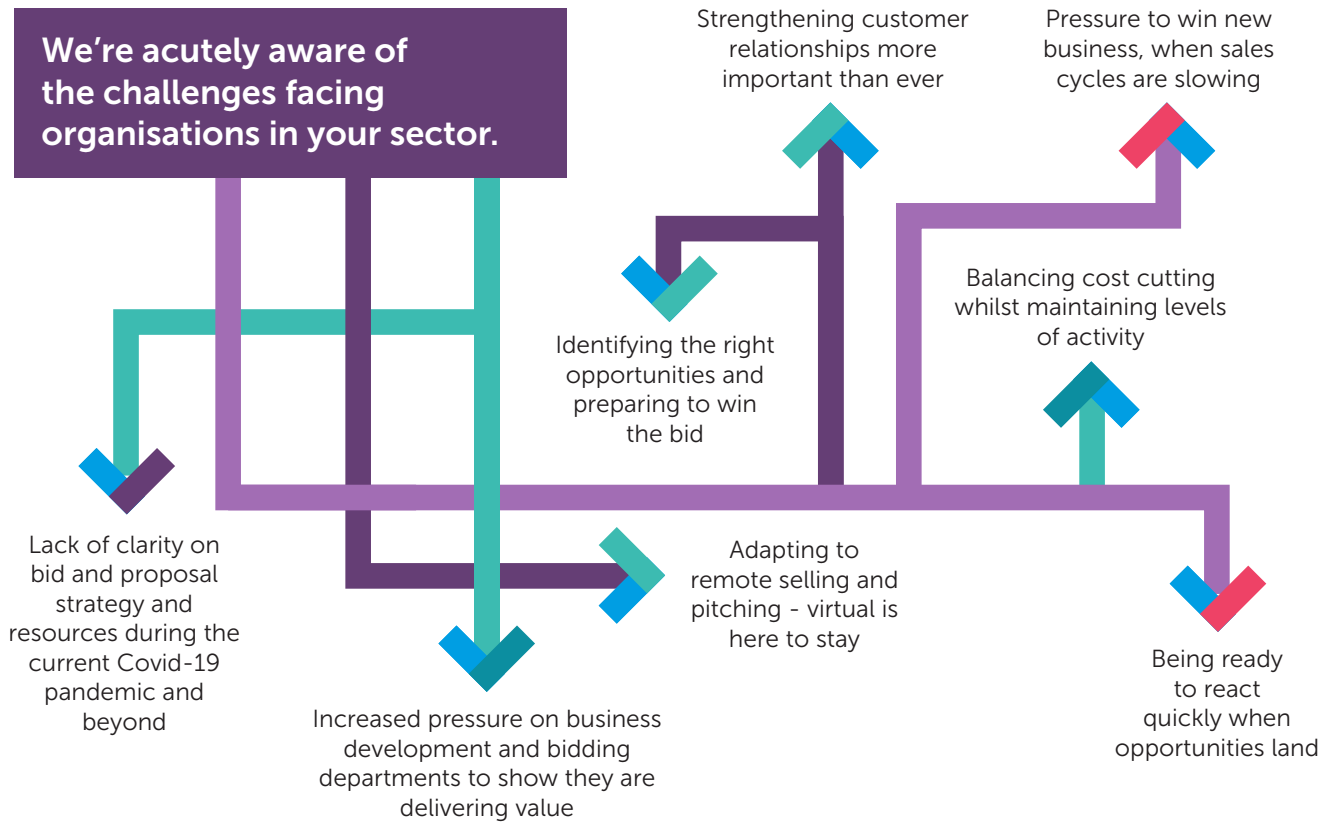
Fellow, Association of
Proposal Management
Professionals



**Strategic Proposals
helped us win our
largest commercial
contract.**

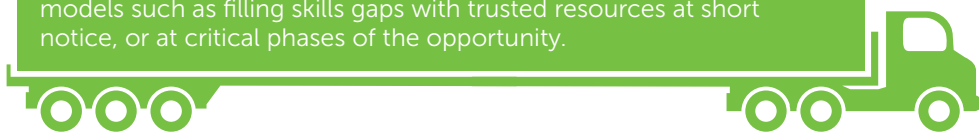
Martin Quail,
Business Development
Director, National Express

Key issues in your sector

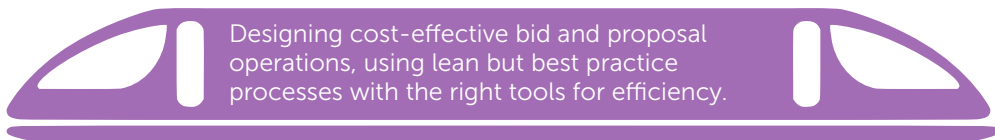


There are many ways that, with the right partner, you can overcome these challenges. For example:

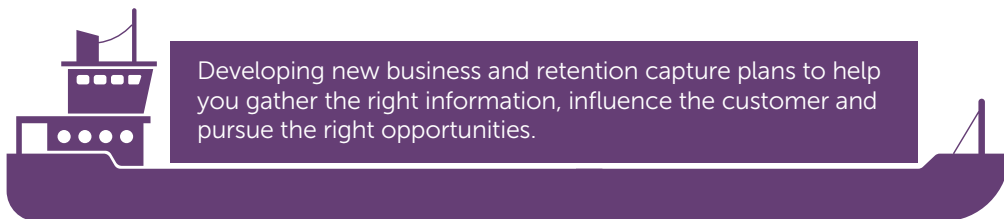
Introducing flexible, collaborative, and virtual-based resourcing models such as filling skills gaps with trusted resources at short notice, or at critical phases of the opportunity.



Designing cost-effective bid and proposal operations, using lean but best practice processes with the right tools for efficiency.



Developing new business and retention capture plans to help you gather the right information, influence the customer and pursue the right opportunities.



We're here to discuss how any of these approaches would be suitable for your organisation.

A proven method for success

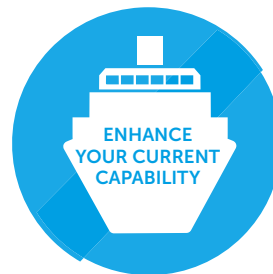
There are many ways we could help, be it reactive support for ongoing deals, proactive support for sales campaigns or building bidding capability.



Providing experts to guide and support the development of your winning solution



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



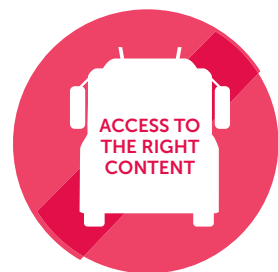
Understanding your current proposal capabilities and creating a plan for success



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



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



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



Ensuring your capability continues to give you a competitive advantage



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

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

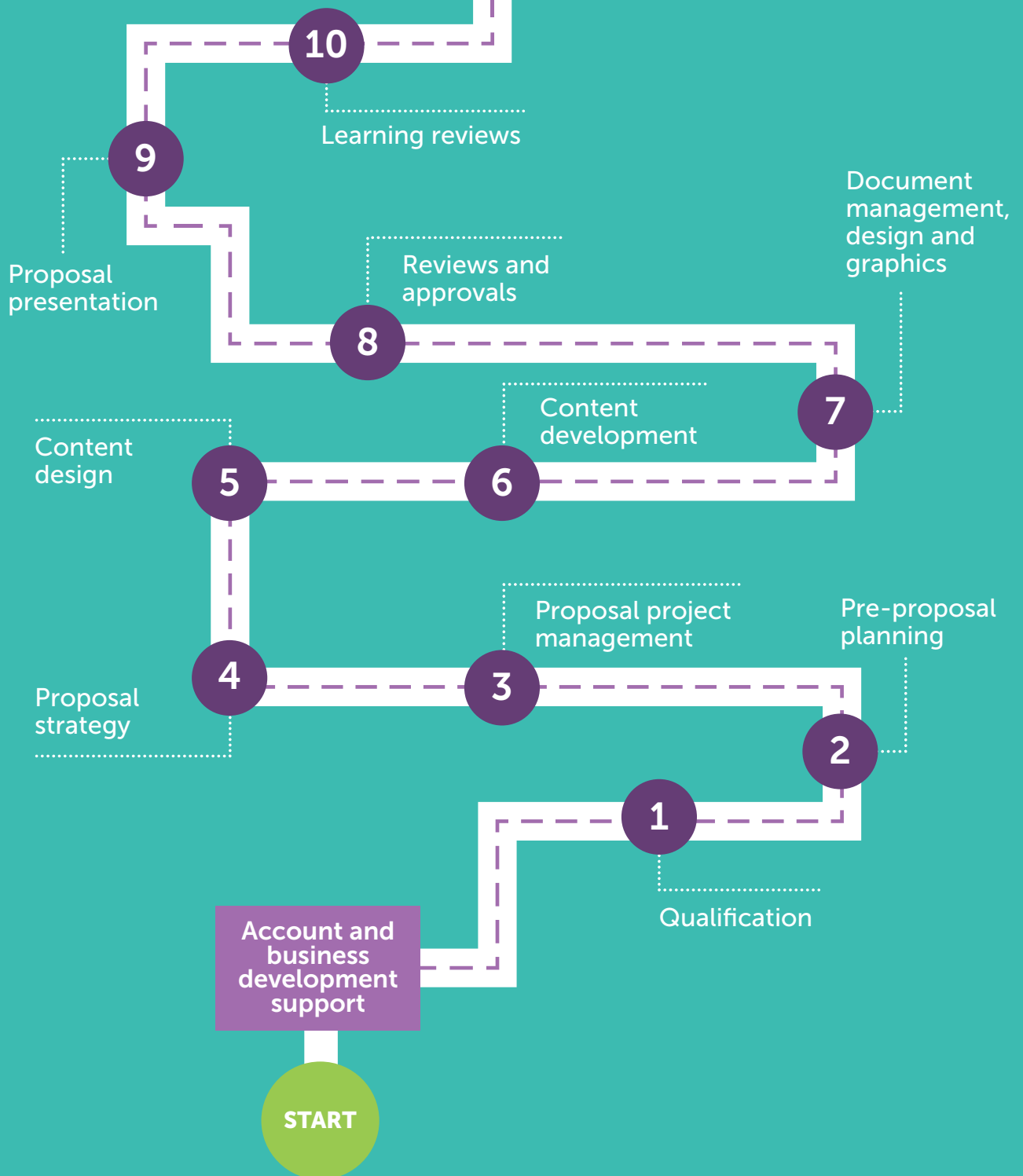


The tool has been used by more than 800 organisations and reached the final of Innovation in Sales within the British Excellence in Sales Management Awards 2018

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 winning bids in the transport and logistics sector.



Client success stories

UK-based construction design partnership



HS2 STATION DESIGN CONTRACT WIN

International consultancy and construction company



SUCCESSFUL BID FOR A MAJOR EUROPEAN AIRPORT EXPANSION

Global digital advertisement company



£1.1 BILLION WIN CONTRACT ACROSS MAJOR LONDON TRANSPORT SYSTEMS

UK-based construction design partnership



SUCCESSFUL BID FOR MULTI-MILLION POUND NATIONAL DESIGN SERVICES CONTRACT IN THE RAIL SECTOR

UK-based construction design partnership



SUCCESSFUL BID FOR NETWORK RAIL'S RAILWAY SYSTEMS INTEGRATION PARTNER ON THE ECML

Malaysian infrastructure conglomerate



SUCCESSFUL BID FOR MULTI-BILLION POUND RAIL CONTRACT

Global professional engineering services firm



WIN RATE INCREASE OF 39% IN 12 MONTHS



Multinational IT equipment and service company



100% SUCCESS RATE THREE MAJOR CROWN COMMERCIAL SERVICES WINS

Major transport company wins



SOLE PASSENGER GROUND TRANSPORTATION SUPPLIER TO STANSTED AIRPORT

Major transport company wins



SECURED NEW AIRLINE ROUTES AT LONDON LUTON AIRPORT

Introducing some of our team...

Graham Ablett

CPP APMP

Company Director
BESMA finalist, 2018 & 2019



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

- Winning specific projects and contracts for clients 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 to their win rates whilst increasing the efficiency of their bid and proposal operations
- Benchmarking and proposal capability development projects with clients on short-term engagements through to interim management roles.

Graham has supported clients across a huge range of industries including rail, infrastructure, engineering, real estate, professional services and technology.

Lyndsay Smith

CPP APMP

Senior Consultant



As a senior consultant within Strategic Proposals, Lyndsay advises, leads, supports and coaches large multi-functional bid teams, predominantly within the engineering and construction sectors. Her key areas of expertise cover both public and private sector including large framework bids, the Government's One Public Estate Agenda, public procurement routes and public private partnerships.

Particular skills include:

- Development of successful bid campaigns which leave a lasting legacy for the client
- Identification of Unique Selling Points through to the development of high value propositions
- Strategy identification and implementation plans to strengthen client proposals and pitches
- Development, improvement and implementation of bespoke review processes and techniques to create winning bid submissions

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

Laurence Morton

CPP APMP

Senior Consultant



As a senior consultant, Laurence works closely with bid teams to improve the quality of our clients' responses, ensuring each is best positioned to be the winning submission through maximising their scoring potential in the evaluation process.

Laurence can lead the proposal effort throughout the entire bid process or trouble-shoot and resolve specific challenges. He has particular expertise in passenger and freight transport / logistics but has also worked on both private and public sector proposals in the automotive, defence, financial, IT software and hardware, energy, telecoms and support services markets.

His broad range of experience includes:

- Transforming an automotive sector's bid team, doubling their win rate.
- Leading a successful major, international rail bid with over 40 contributors and significant number of partners.

Jon Beardmore

CP CAP APMP

Senior Consultant



As a senior consultant Jon has over 15 years' experience leading and advising large multi-national winning bid teams on complex projects for multiple clients. Jon is a highly experienced bid and proposal manager who can lead the proposal effort throughout the entire bid process or resolve specific challenges such as storyboarding and plan writing.

- 100% success record for delivering more than 10 compliant, on-schedule, within budget bids ranging in value from £15M to £7B and averaging £750M.
- Delivered rail industry-high technical scores for a client through the design and implementation of quality review process to increase plan scores.
- Delivered highest scoring plan in submission with resulting strategy recognised as industry-leading template for future mobilisation teams.

Jon has particular expertise in the passenger transport and logistics sector but has supported clients across a wide range of industries.

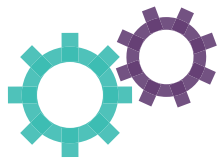
The leading proposal management experts



with a win rate of
>90%

Capture rate of **89%**

Proven processes and tools



Passionate
about winning



Delivering quality

improving win rates

30+
years

serving clients globally



In-depth

understanding of buyers

Over 40

highly experienced professionals



#1

Approved training organisation for the APMP

Numerous industry awards




scores for quality

in many evaluation processes

Contact us:

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