

# HYMANS # ROBERTSON

track record for helping organisations to

win more, and win more easily.

Hymans Robertson is an independent pensions consultancy advising private and public sector managers and trustees on the design and development of their pension schemes.

In June 2013, Hymans Robertson's Commercial Director James Verner began looking at ways to further support the firm's growth and gain competitive advantage.

"When I looked at how we put tender responses together it became clear that we weren't winning enough AS COMMERCIAL DIRECTOR I'M ALWAYS LOOKING AT HOW WE CAN GAIN ADVANTAGE IN OUR COMPETITIVE MARKETPLACE.

and it was taking up too much of our fee earners' time. I knew that something needed to change and I was looking for inspiration, so I contacted Bid Solutions to see what they could offer."

James Verner, Commercial Director

# Our Response

Martin Smith, Managing Director of Bid Solutions, met with James initially. "Once I understood the challenges that James was facing, I didn't hesitate in suggesting a benchmarking review. This would give him an independent and fully rounded assessment of how Hymans' proposal capability measured up against best practice, pinpointing where improvements could be made. To do this I introduced our long-term partner Strategic Proposals."

So this is where Strategic Proposals came in. I introduced Graham Ablett to James and Graham led Hymans though a data gathering and analysis exercise. This included interviewing stakeholders in the proposal process, reviewing proposal operations and assessing the quality of Hymans proposals.

A number of areas of improvement were identified and Graham Ablett from Strategic Proposals was appointed as the interim Head of Proposals to help deliver the improvements.



### The Outcome

Within the first six months of the engagement, Hymans Robertson had won more in terms of contract value than in the previous year. Since then, the firm has secured many major new business contracts and successfully retained the firm's biggest public sector client. More detail on the overall programme delivered and the benefits it provided are displayed below.

James Verner reflects on the results.

"Bid Solutions and Strategic Proposals have completely transformed the way we approach and create our proposals at Hymans. Since embarking on this programme, our win rate has doubled and we are receiving some incredibly positive feedback on our proposals from our clients.

The changes to the tender team and processes have also reduced the amount of fee earner time spent on proposals by over 50% per proposal. This has made a huge difference to the business.

The return on investment has exceeded my expectations and, though the journey we've been on has not always been easy, the combined enthusiasm, expertise and knowledge of Bid Solutions and Strategic Proposals has given us the competitive edge and value that I was looking for. I'd highly recommend working with them."

A longer-term service contract has now been agreed to continue the relationship with Hymans Robertson. This includes further recruitment, coaching and mentoring, leadership, management, benchmarking and support on live deals.



## In Summary



Increased win rate



Significantly improved proposal quality



Reduced proposal costs

2013 2014 2015

### July - Sept

Benchmarking exercise and business case development

### Oct - Dec

nterim manage appointed nterim proposa

writer starts
Interim
knowledge

knowledge base manager starts Coaching

sessions start

Knowledge base structure redesigned

New proposal template developed

APMP Foundation for all team

+10%

on initial win rate

#### Jan - Mar

Qualification and kick off process redesigned and

Team re-organised

Job descriptions and roles changed

Permanent knowledge base manager starts

New process introduced

Internal service levels introduced

New proposa template released

cost per proposal

### Apr - Jun

Senior Proposal Manager starts

Process embedded

Proposal roadshows start at each office

Equivalent level of contract value won in first six months as previous 12

#### Jul - Sept

proposal writer

Proposal roadshows end First proposal designer starts

+20%

on initial win rate

Two major new business contracts won

#### Oct - Dec

Proposal writing guide launched

Refresh of proposal template starts

design portfolio released

Proposal editorial process launched

Sub-project to enhance practice content for knowledge base starts

First online / interactive proposal submitted

# +40%

on initial wir

Firm's biggest public sector client retained

#### Jan - Mar

Proposal design standards released

New Intranet content launched to support "enabled

New proposal manager starts

New proposal designer starts

Team leaders installed

content defined and launched in knowledge hase

# -50%

cost per proposal

#### Apr -

six-monthly benchmarking and coaching service

Specific training plans for all roles

Interim management contract extension

