



Bid Solutions is the leading recruitment consultancy for bid and proposal professionals. Working alongside our partner, Strategic Proposals - the leading proposal development and consultancy company - we have built an impressive track record for helping organisations to win more, and win more easily.

## HYMANS ROBERTSON

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 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**

“AS COMMERCIAL DIRECTOR I'M ALWAYS LOOKING AT HOW WE CAN GAIN ADVANTAGE IN OUR COMPETITIVE MARKETPLACE.”

## 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 through 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

