



**Helping you
win more
and win
more easily**

Introduction

Before we give you an overview of how we can help you win business, here's a summary of the results, expertise and IP you can expect from us.

Helped clients



with a capture rate of over

90%



Over **15**
years as an APMP
Accredited Training
Organisation

Association of Proposal
Management Professionals

Working across
all major
industries
including both
the public and
private sectors



World-class
NPS rating for our
APMP training

Net Promoter Score



8

APMP Fellows



Trained over
20,000
sales and
bidding
professionals

Over **35**
years
serving clients
globally



Offices in the UK,
US, Canada and
the Netherlands
with support in
various languages

More than
40



highly
experienced
professionals



Proven
processes
and tools



Numerous industry awards

UK's Top 100 Sales Influencers list 2025 – Jon Williams

APMP UK 2023 – Graham Ablett, Contribution to the Profession

Stevie Awards 2023 – Best Integration of Thought Leadership into the Sales Process

WIBAP Awards 2023 – EDI Team Award

WIBAP Choice Award 2023 – Award to SP's Research Director Kat Wyon

APMP UK 2022 – Supplier of the Year Award

Work winning services

Take your sales lead.

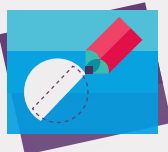
Add a few subject
matter experts.

Sprinkle in a healthy dose of
senior management support.

Add in Strategic Proposals'
experienced, world-beating
proposal experts.

A proposal manager to
help with your strategy, a
writer to bring your story
to life and a designer to
make your documents
stand out from the crowd.

... and we'll do
everything we
can to help you
win the deal
- working at
proposal speed.





Responding to win



Compelling RFP response

A winning response that is customer-focused, clearly written, benefit-rich, evidenced-packed, persuasive and tells a compelling story that differentiates you from your competition. Proposal management, writing, design and review skills on tap to help you create a well-organised, high impact, visually appealing, and easy to read response that puts you in pole position with the evaluators.



Winning bid presentation

Working with your team to ensure they deliver a successful presentation to your customer. Using the latest thinking in storytelling, presentation delivery techniques and a wide range of design options, we'll ensure your team is well-rehearsed and armed with the right materials to deliver an exceptional pitch to your customer.



Influencing to win



Renewals proposals and pitches

For too many sales and account teams, developing proposals is a largely reactive task – waiting for the RFP or tender to land and then furiously scurrying around to get a response out of the door. 75% of buyers say that they would seriously consider extending an existing contract if they received a compelling renewal proposal. We'll share the strategies and techniques that successful organisations use to proactively renew their contracts.



Proactive offer proposals

Address your customer's specific needs and challenges, and remove any potential objections, by outlining how your solution sets you apart from your competitors. These well-structured, concise, persuasively written and custom-designed documents tell your story and present your clear value proposition.



Retention-focused value report

Beyond the typical KPI and SLA dashboards, these documents will give your stakeholders a comprehensive summary of the value that you have delivered to them over a pre-defined period, usually six or 12 months. They not only strengthen your relationship by highlighting your achievements, they also provide a platform for showcasing areas of improvement and discussing ideas for enhancing and expanding your services.



Designing to win

Sales and marketing campaigns

Teaser collateral

From an interactive, bespoke and targeted piece of collateral that grabs attention, sparkes interest and nudges engagement to a personalised talking head, customer journey or solution overview video that whets the appetite of your customer.

Pitch decks and materials

Beautifully designed and animated documents to work in tandem with your presenters to enable them to tell your story. Think slideshows, videos, posters, handouts, leave behinds – all professionally branded and customised to your message and your customer.

Proactive offers and renewals

Influence stakeholders through a highly designed, succinct vehicle that presents your offer or ideas.

Branded, private website

A secure, customised and bespoke website where you can share content and exchange ideas with your customer

Value reports:

Well-designed, professional documents that represent the value you are delivering to an existing customer, once you've won the deal.

Proposals, tenders, RFPs and bid presentations

Winning bid submission design and layout

End-to-end document design and formatting, through to cover and inner page design inserts, we'll flex to suit what you need, your timeline (however short) and in whatever collaboration approach and format works.

First-class bid graphics

Developing a one-off killer graphic that sums up your solution or story on a page, or building a suite of compelling, consistent and creative graphics.

Animated solution overviews

As part of your submission or presentation, we can help you bring your solution to life via an animation or bespoke video using a range of the latest design techniques.

Case study videos

Boost the impact of your case studies through the use of embedded video or links to external secure sites.

Engaging bid presentations

Working with your team to ensure they deliver a successful presentation using a wide range of skills to produce presentation content for on-line or in person meetings, plus supporting take-aways and leave behinds.



[See design examples here](#)



Supporting to win

click to view our
training syllabus
2025



Training and certification

Training is one of the quickest and most cost-effective ways to improve the impact and effectiveness of your bidding processes. Our award-winning training is inspired by the hands-on work we do helping clients build better proposal teams that win more. Our course content is informed by our close ties to the world of procurement, and the extensive research we do gaining insights into how evaluators assess proposals.



Benchmarking and capability improvement

We've been benchmarking organisations' proposal capabilities for over 20 years. Using this experience and our in-depth understanding of buyer processes and behaviours, along with our free to use Proposal Benchmarker™ tool, we will help you test your organisation's capability to develop compelling proposals and win more business.




Pre-written content

A library of well-written, re-useable proposal content makes organisations more efficient at bidding. Why scurry round looking for answers to frequently asked questions, when they could be available at the touch of a button? Our services will help you to scope, design, build/refresh and maintain your own effective library of well-written, up-to-date content that will raise your proposal quality and win rates.

Our winning team






We had a large effort that wasn't going well. Your expertise and guidance put us right back on track and ultimately helped us win the deal

VP of Marketing & Sales,
Commercial Bank

Strategic Proposals helped us win more business following their benchmarking, training and live tender support service. With their support, our win rates have quadrupled and our cost of sale has halved

Commercial Director,
Professional Services



You made a huge impact in a very, very short space of time. What you did was exceptional

UK Head of Major Bids,
Utilities

Try our free-to-use tools:

PAS 360

Proposal Benchmarker™

MyProposal Coach™