

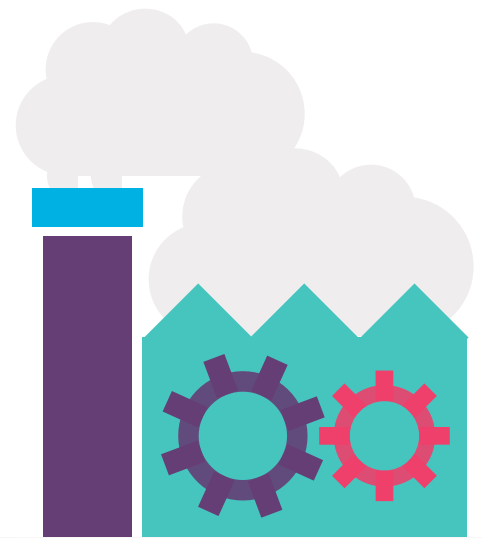
# Giving you the competitive edge

in the  
Industrial  
sector



# Helping teams win for over 35 years

The industrial sector has an array of organisations, including manufacturing, mining, and heavy industry. This sector plays a crucial role in driving economic growth and innovation, with a wide range of deal types across both government and commercial customers. Our teams have extensive experience in supporting businesses within your sector, helping them navigate complex challenges and achieve their goals.



Here's what we bring:



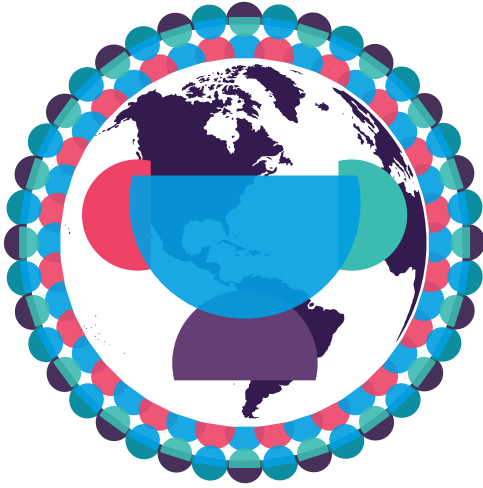
An in-depth understanding of complex buyer processes and techniques.



Exceptional know-how in winning bids, proposals and pitches for our customers.



Efficiencies to lighten your load as you put successful bids together.

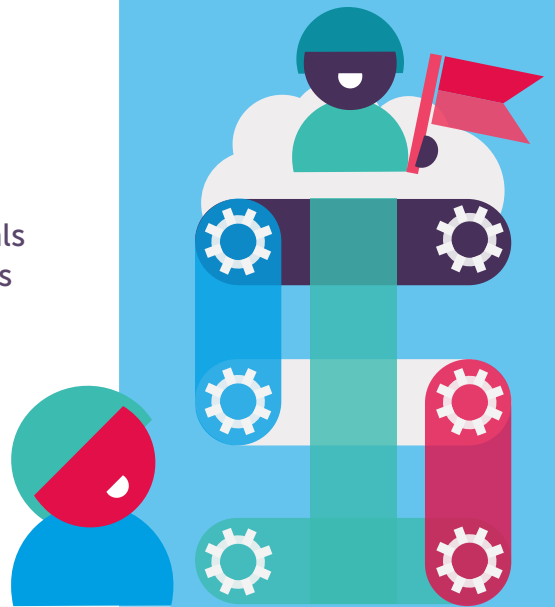


## Winning is in our team's DNA.

We're a close-knit team who are always ready to work with you – whatever the assignment requires.

We bring a team of experts in campaigns, bids, proposals and presentations. It's not only our people's talent, skills and expertise that makes us so sought after. It's the unrivalled experience we bring, along with our positive and friendly approach.

We share best practices actively across our teams, continually pushing and helping one another to reach even higher standards.



## What we do:



Win  
bids



Train  
to win



APMP  
certification



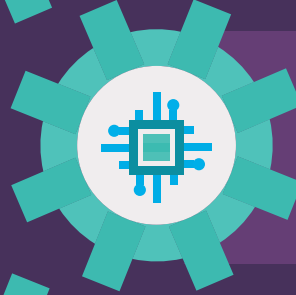
Capability  
improvements

# Key issues in your sector and how we can help

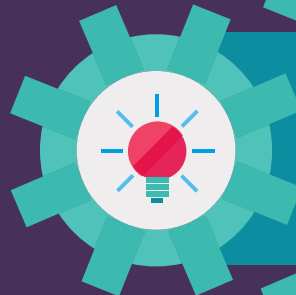
## Challenge



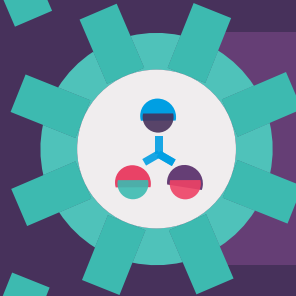
Adopting  
AI in bids



Adopting  
advanced  
technologies



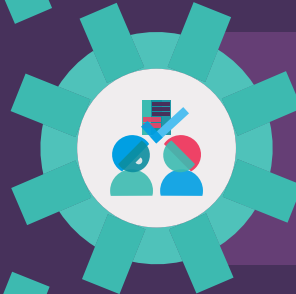
Making complex  
technical solutions  
clear and precise



Supply chain  
management



Pricing and cost  
competitiveness



Stringent  
regulatory  
requirements



Environmental  
and sustainability  
considerations

# Solution

## Changing ways of working:

Understanding the right use cases and tools to adopt and how to refresh your ways of working to safely benefit from using AI.

## Proposal strategy and positioning:

We'll help you develop clear proposal strategies, present intricate technical solutions with clarity, and showcase successful case studies to highlight your technological advancements and competitive advantages.

## Simplified and persuasive communication:

We'll help you craft compelling narratives that resonate with evaluators, ensuring your unique value and strategic vision come through clearly, even in dense, highly technical submissions.

## Telling your supply chain story:

We'll help you to present your supply chain story in a clear, concise, and persuasive manner. This includes simplifying complex technical details and ensuring that your message is easily understood by non-technical stakeholders.

## Competitive and clear pricing strategies, value propositions and value engineering:

We'll help you develop competitive, value-for-money pricing strategies that align with client budgets and requirements, while maintaining profitability.

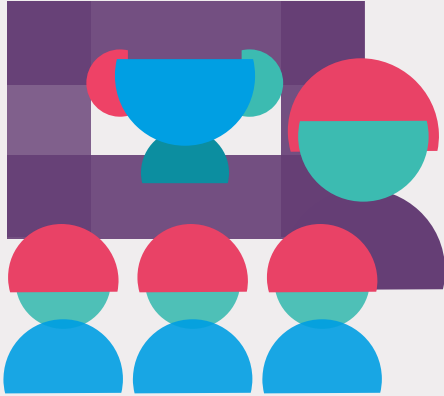
## Expertise and documentation support:

Winners need to show rigorous adherence to regulatory standards and compliance. The emphasis on compliance not only safeguards against potential disruptions but also reflects a commitment to ethical business practices, a critical factor in securing contracts.

## Incorporating sustainable practices:

Going beyond compliance, we'll help you develop clear and persuasive messaging and content that incorporates sustainable practices, highlights cost savings, enhance brand image, and demonstrates long-term resilience.

# Success stories



US industrial  
manufacturer

Training that made an  
immediate +65% win  
rate improvement



Oil and gas  
equipment  
manufacturer

Benchmarking  
and consultancy across their  
process, bid team, tools  
and skills, plus support on  
specific bids

Sports pitch manufacturer

Provided bid  
management and  
proposal support,  
leading to a successful  
contract for national  
governing body



Retail security  
product  
manufacturer

Helped retain  
business  
critical  
contract  
with large UK  
retailer



Health & safety  
equipment  
manufacturer



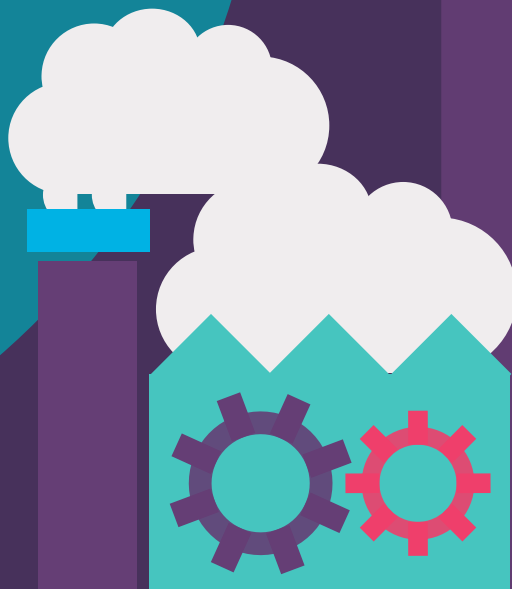
Proposal capability  
review and targeted  
training, resulting  
in a 17% win rate  
improvement

Global engineering  
services firm

Win rate increase of  
39% in 12 months

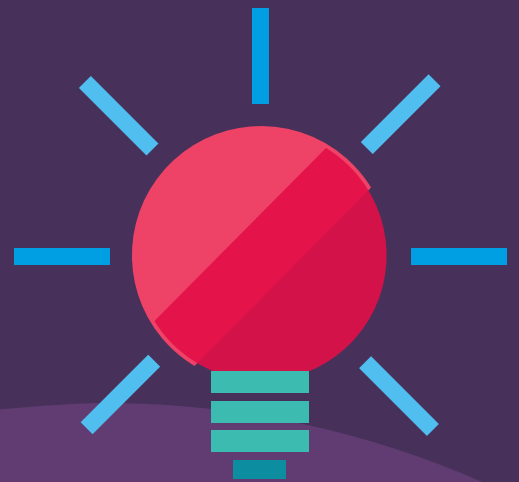
Electrical safety PPE  
manufacturer

Consulted on  
bid design and  
sales campaign  
documents to  
support  
capability  
improvement  
project



Electrical lighting  
manufacturer

Developed high  
quality and re-  
usable proactive  
proposal and pitch  
collateral to improve  
sales performance



Energy  
management  
and monitoring  
manufacturer

Providing a  
programme  
of APMP  
certification  
training to  
enhance the  
skills of their  
bidding teams

# An award-winning team, with over 35 years' experience

Helped clients  
**win billions**  
with a capture rate of over **90%**



Over **15** years  
as an APMP Accredited  
Training Organisation  
Association of Proposal  
Management Professionals

Over **35** years  
serving clients globally

Working across  
all major  
industries



including both the public and  
private sectors

More than  
**40** highly experienced  
professionals



Proven processes  
and tools



Try our free-to-use tools:



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Proposals**

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