



Strategic
Proposals

Giving
you the
competitive
edge

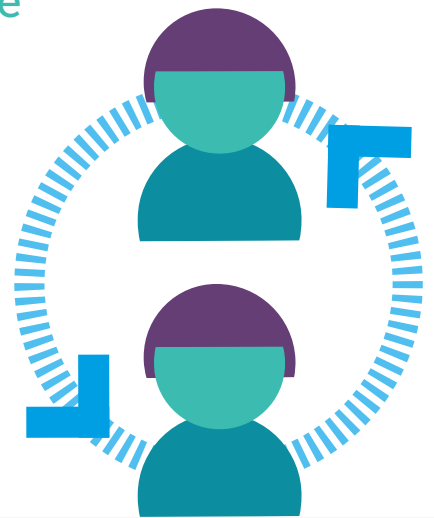
in
Business
Support
Services



Helping teams win for over 35 years

The Business Support Services sector covers a wide range of services including administrative support, customer service, human resources, and facilities management support. Our expertise in this sector ensures that businesses can focus on their core activities while outsourcing support services to organisations like yours.

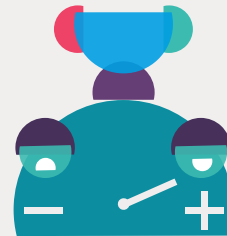
Here's what we bring:



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



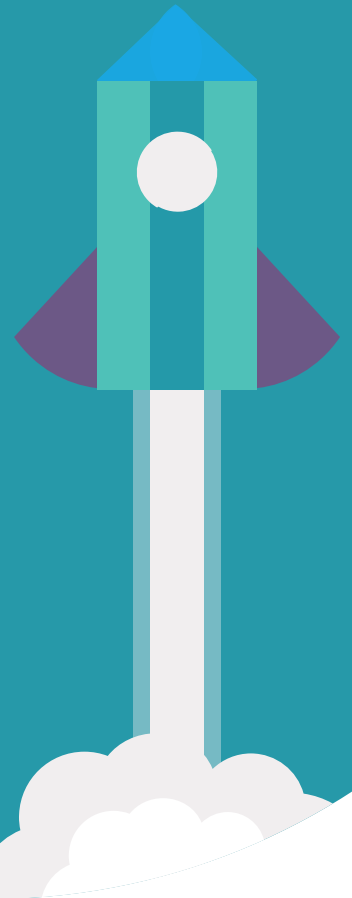
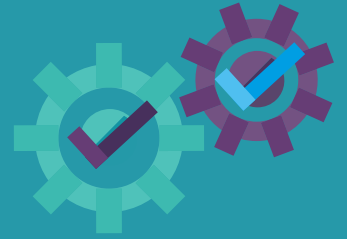
Train
to win



APMP
certification



Capability
improvements



Key issues in your sector and how we can help

Challenge

Adopting AI and
automation

Making complex
solutions clear

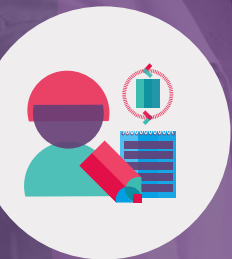
Ensuring
compliance with
standards

Building trust, and
demonstrating
experience

Enhancing operational
efficiency and
customer satisfaction

Pricing and cost
competitiveness

Leveraging data
analytics



Solution

Efficiency, Automated:

We help businesses explain how they'd implement AI and automation to streamline tasks, reduce manual effort, and improve overall efficiency for their customers.

Effective Stakeholder Communication:

Our team simplifies complex business support solutions, ensuring clear communication and understanding among clients and stakeholders.

Compliance-Focused Bid Support:

We ensure your bids clearly show your compliance with the appropriate standards.

Building win chance-Improving campaigns:

Supplying support services to your customers is a vital cog in their business, so fostering confidence and establishing a strong reputation before, during and after the submission is extremely important.

From Value to Vision:

We help you tell a clear story and build a compelling value proposition to show how you'll improve the efficiency of your customer's operations and customer satisfaction.

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.

From Data to Decisions:

Increasingly important to show, in your proposals and pitches, how you'll use data analytics to help your customers make informed decisions and improve service delivery based on actionable insights.

Success stories



Certification services client

Provided comprehensive bid support, including document preparation and strategic guidance, resulting in a successful bid win



The team at Strategic Proposals provided exceptional support throughout our bid process. Their expertise and strategic guidance were instrumental in our successful bid win. We couldn't have done it without them



Global supplier to retail sector

Our collaboration helped our client to retain a major services contract with a UK-based supermarket



Partnered with global FM company

Helped key client to retain a £100m+ Total Facilities Management contract with London-based public sector organisation

UK-based construction design partnership

Successful bid for Network Rail's railway systems integration partner on the ECML



Global facilities management company

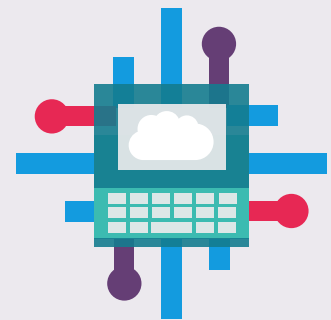
Helped assess the capabilities of existing candidates and ensure that the right people were placed in the right roles

Global security services firm

Provided bid team training and winning work services on specific private sector and government deals to help improve win rates

Recruitment and resourcing company

1:1 coaching and team writing training provided to help support business growth



Multinational IT equipment and service company

100% success rate three major crown commercial services wins

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:



Strategic
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