

Win your rebid. On purpose.

Our rebid risk radar workshop

Rebids feel safe. That's the danger.

Many teams assume that being the incumbent means the renewal is "theirs to lose." But in reality, rebids are often the most at-risk opportunities because comfort leads to complacency, and competitors are hungrier than ever to take your place.



Why are rebids so challenging?



False sense of security

Familiarity can breed overconfidence, causing teams to skip strategy conversations or reuse old content.



Changing client expectations

Even long-term relationships can be lost if you're not actively demonstrating innovation and future value.



Subtle warning signs

Fewer check-ins, new stakeholders, procurement involvement, or requests for performance data can all signal risk — often too late to react.



Competitors are proactive

While you're assuming renewal, others are actively shaping your client's vision of what's possible.



The result?

Most rebids are lost not on price or polish, but because teams didn't realise they were in a fight until it was already over.

+60%
organisations do not have a
rebid or renewal approach

Our signature service: the rebid risk radar workshop

What is it?

A focused, two-hour session with your core team supporting the rebid. We use our proven Rebid Risk Radar tool to plot how well positioned you are to win — and provide practical, tailored recommendations to improve your chances of success.

Who is it for?

- Incumbent teams preparing for a renewal or competitive rebid
- Sales, delivery, account management, and proposal professionals
- Anyone who wants to turn “It’s ours to lose” into “We’re ready to win”

What’s included?



Pre-call

An exploratory call with key team members to gain background on the customer, background, performance and competitors.



Risk radar assessment

We work with your team to map strengths, vulnerabilities, and warning signs using our checklist.



Opportunity positioning

Honest feedback on where you stand and what’s at risk.



Actionable recommendations

Clear, practical steps to sharpen your strategy, messaging, and team alignment.



Immediate value

Leave with a report and prioritised action plan you can use straight away.

Why choose Strategic Proposals?



Award-winning expertise

25+ years

helping teams win must-keep deals across sectors.



Proven processes and tools

Our rebid risk radar and message house models are trusted by leading organisations.

Tailored support:



From quick-turnaround “minimum viable capture” to full campaign planning.



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