



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

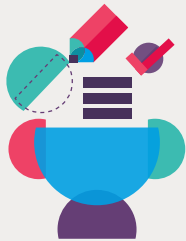
Executive  
brochure

# Winning for over 35 years

Winning work is key to growing and retaining business. Bidding is at the heart of success.

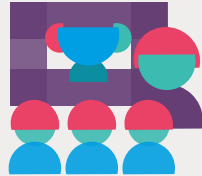


How can we help you? By providing a full range of:



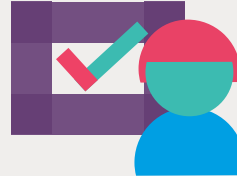
## Winning proposal services

from capture to presentation, that help you win specific deals



## Training services

to upskill your teams so they're fit to win



## Professional certification services

to embed best practices throughout your organization

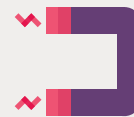


## Capability improvement services

to enable your organization to win more



We've helped clients win over **\$68bn** with a capture rate of over **90%**



## What makes Strategic Proposals the partner of choice for so many across multiple sectors?

### High-calibre team

Genuine experts, each with many years of senior-level experience.

### Great to work with

Constructive advice, highly responsive, quick to build trust.

### Deep insights

Purchasing insights and thought-leading research.

### Trusted leaders

Winners/finalists in 20 industry awards over the past seven years.

### Competitive

Passionate about helping our clients to succeed.

### Truly collaborative

Often working alongside internal bid specialists to deliver results.

# Winning proposal services



## The recipe for success

Take your sales lead, add in a few subject matter experts, and sprinkle in a healthy dose of senior management support. Now add our experienced, world-beating experts: a capture manager to help position you to win; a proposal manager to help with your strategy; a writer to bring your story to life; a designer to make your documents stand out from the crowd. We'll do everything we can to help you win the deal – all at proposal speed.

Here are some of the areas where we deliver value:



**Business development**

Capture planning and management

Campaign design

Proactive proposals

Renewal proposals

Sales meeting preparation and collateral

Value reports for existing clients



**Pre-proposal planning**

Proposal strategy

Pre-proposal planning workshops

Win strategy workshops

Storyboarding

Engaging digital content and micro-sites



**Proposal development**

Bid and proposal management

Design and document management

Writing, editing and expert reviews



**Post-proposal**

Bid presentation support

Clarification support



# Train for success

Training is the heartbeat of continuous improvement and has been a core Strategic Proposal offering since we were founded over 35 years ago. Training is one of the quickest and most cost-effective ways to improve the impact and the effectiveness of your bidding processes.

Research has shown a direct correlation between proposal/bid capabilities and win rates.



All those involved in proposal development must be trained in the necessary skills:



Senior managers



Sales leads, business developers, account and capture managers



Content contributors



Proposal/bid specialists



We're the only bid and proposal organization to have been named as an Endorsed Training Provider by the Institute of Sales Professionals (ISP). It's a solid recognition of the value and importance that bids and proposals play in the overall sales process.

## What else do you need to know?

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We've trained over 20,000 people

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All courses are tailored to your needs

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We use real examples and/or relatable scenarios

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Our trainers hold APMP Professional certification

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Face-to-face or online options available to suit

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One-to-one coaching support and mentoring

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# Professional certification



**The Association of Proposal Management Professionals (APMP)** offers the only industry-recognized certification program for bid and proposal professionals. APMP certification demonstrates your commitment to your career and profession and helps you gain the respect and credibility of your peers.

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Over 15 years as an APMP Accredited Training Organization

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Helped more than 2,500 candidates pass their exams

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All levels of certification covered

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Outstanding feedback with world-class Net Promoter Score

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We chose Strategic Proposals due to their wealth of experience and evident expertise. They did what every company should do when preparing – listened to our requirements, demonstrated they understood them, and tailored the training material to meet our needs. The course content was exactly what we wanted. The use of real-life case studies was one of the highlights and made the training relatable to all attendees. The full team walked away from the course with valuable guidance on how to improve their sales proposals.”

- Head of Bids, Professional Services





# Improve capability

## Success breeds success



Through our independent team of experts, we offer numerous ways to develop and enhance your current capabilities.

Independent expert benchmarking of your current capabilities

Improvement plans and return on investment modeling

Proposal quality reviews

Bid and proposal centre team design

Proposal, capture and pitch process consultancy

Proposal content library creation or development

## Try our acclaimed free online tools



Acclaimed, industry-leading, organizational self-assessment tool

Used by over 1,000 organizations

45 minutes to complete

Detailed report and recommendations



Personal development self-assessment tool

Role-based competencies

45 minutes to complete online assessment

Ideas on how to improve your skills and confidence



Based on BSI's new code of practice

Free, online assessment versus the code

75 minutes to complete

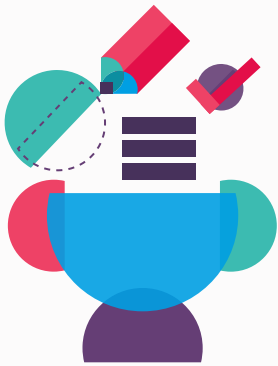
Review if you are meeting the standard

# And the winners are...

Leading audit company win



**100% quality score**  
on federal framework  
contract win



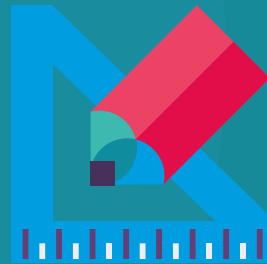
Global digital  
advertisement company

**£1.1bn contract win**  
across major London  
transport systems

Benchmarking  
for global bank

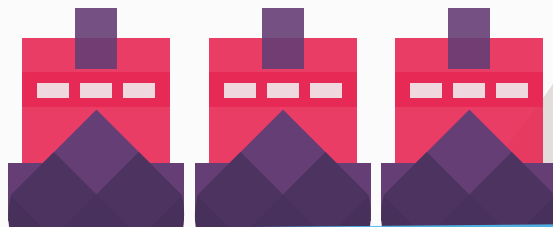


Identified 32 areas to  
improve win rate



Global  
professional  
engineering  
services firm

Win rate  
increase of  
**39%** in 12  
months



International shipbuilding company

**Successful bid for three new Navy vessels**

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

Helped clients  
**win**  
**\$50bn**  
with a capture rate of over  
**90%**

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

Over **35**  
years  
serving clients globally

**World-class**  
NPS rating for  
our APMP training  
Net Promoter Score

More than  
**40** highly experienced  
professionals

Numerous  
industry  
awards

**No.1**

We have worked closely with Strategic Proposals over the past year as we have been working to improve our proposal processes and the quality of proposals that we are issuing. The Strategic Proposals team has great experience in terms of working on major proposals but, more importantly, their ability to review our current practices and propose improvements is excellent. They have also been great at advising and coaching the team and engaging with senior stakeholders."

- Global Head of RFP, Commercial Bank