



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

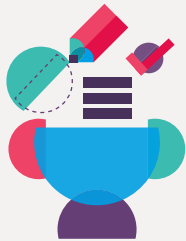
Executive
brochure

Winning for over 35 years

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

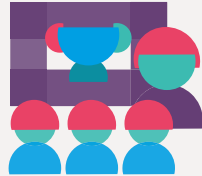


How can we help you? By providing a full range of:



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

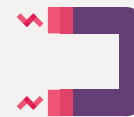


Capability improvement services

to enable your organization to win more



We've helped clients win over **\$50bn** with a capture rate of over **90%**



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

High-caliber 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.

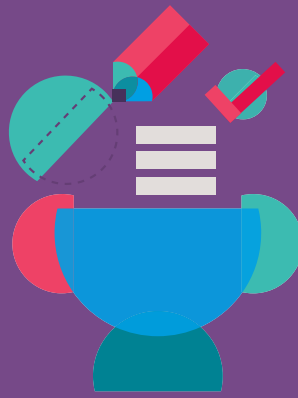
Competitive

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

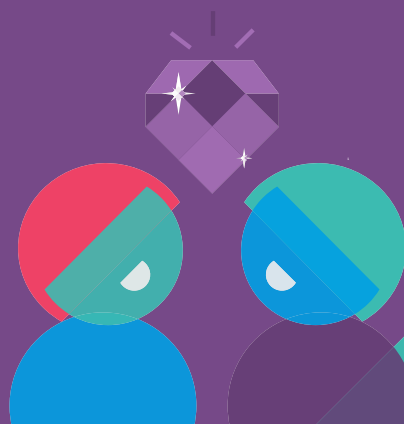
Writing, editing and expert reviews



Post-proposal

Bid presentation support

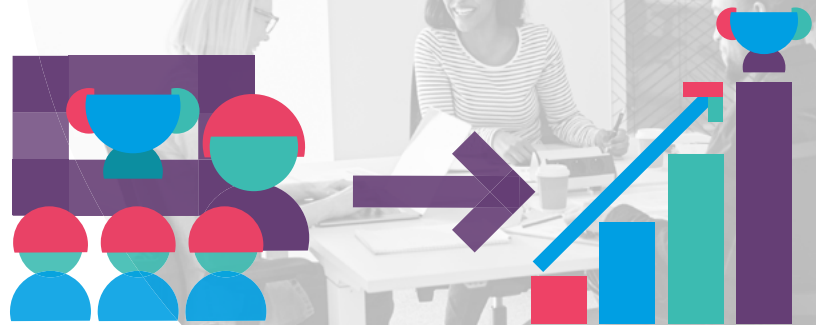
Clarification support



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?

We've trained over 20,000 people

All courses are tailored to your needs

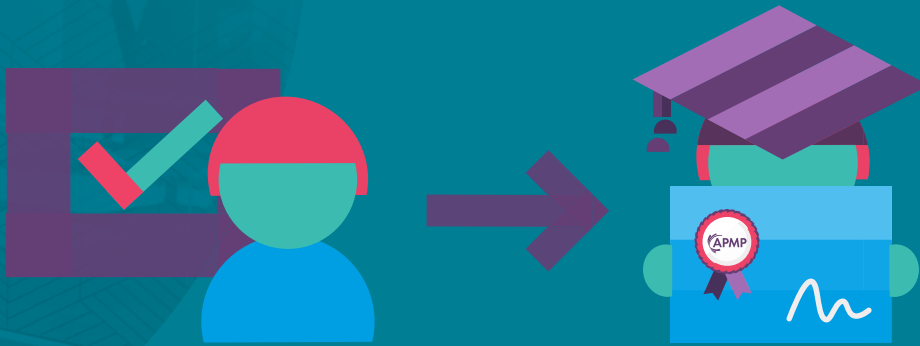
We use real examples and/or relatable scenarios

Our trainers hold APMP Professional certification

Face-to-face or online options available to suit

One-to-one coaching support and mentoring

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.

Over 15 years as an APMP Accredited Training Organization

Helped more than 2,500 candidates pass their exams

All levels of certification covered

Outstanding feedback with world-class Net Promoter Score



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 center 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

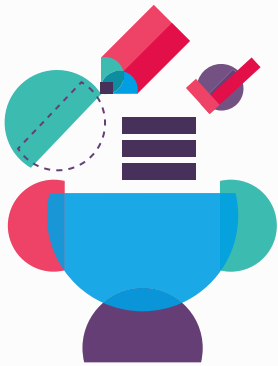
Review if you are meeting the standard

And the winners are...

Leading audit company win



100% quality score
on federal framework
contract win



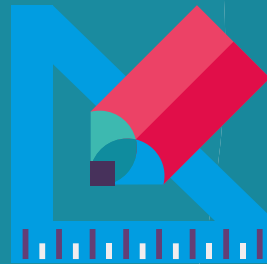
Global digital
advertisement company

£1.1bn contract win
across major London
transport systems

Benchmarking
for global bank

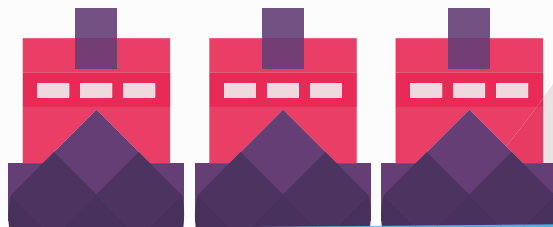


**Identified 32 areas to
improve win rate**



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