

Giving  
you the  
competitive  
edge

in  
Information  
Technology





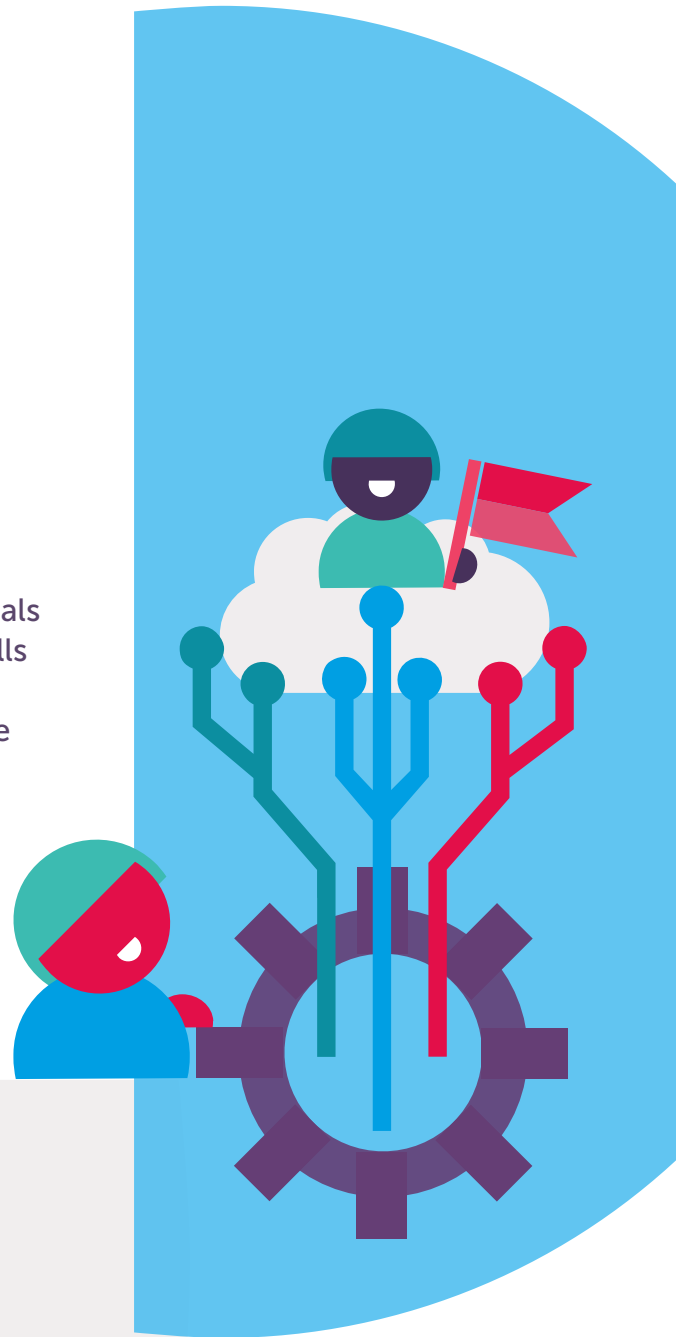


## Winning is in our team's DNA.

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

Intense competition

Complicated solutions

Limited resources

Meeting diverse client  
requirements

Limited proposal  
development skills

Adopting AI



# Solution



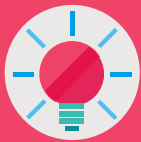
## **Proposal strategy and positioning:**

Competition tends to be intense across the technology sector. We can help you quickly assess the landscape and develop competitive angles for you.



## **Simplified and persuasive communication:**

We'll help you simplify complex technical concepts into concise, easy-to-understand language that resonates with clients and clearly conveys the benefits of your solutions.



## **Expert proposal development support:**

Often in very dynamic environments, resources can be limited, with specialists stretched across multiple deals. We bring people who know your sector, who know how to quickly get the information required.



## **Industry know-how and experience:**

Requirements from each customer can be diverse. Our storytelling expertise will help you bring your solution to life for your customers.



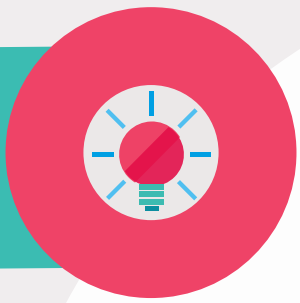
## **Bringing the right skills at the right time:**

Critical subject matter expert inputs often come from people without bid training. As experts we can iron out those gaps on specific bids or permanently fill the holes through training.



## **Changing ways of working:**

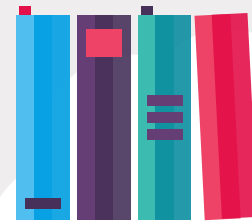
Understanding the right use cases and tools to adopt and how to refresh your ways of working to safely benefit from using AI.



# Success stories

Multinational IT equipment and service company

Three major CCS wins



Cloud services company

Proposal library and tools development plus coaching

Cloud, security and network services company



Crucial new business win secured with retailer

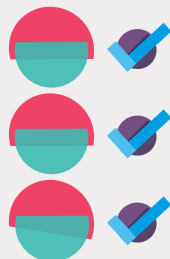


Delivering "outstanding courses" to major IT company

Increasing win rates over eight years

Global software company

Wide range of support to enable sales teams to win





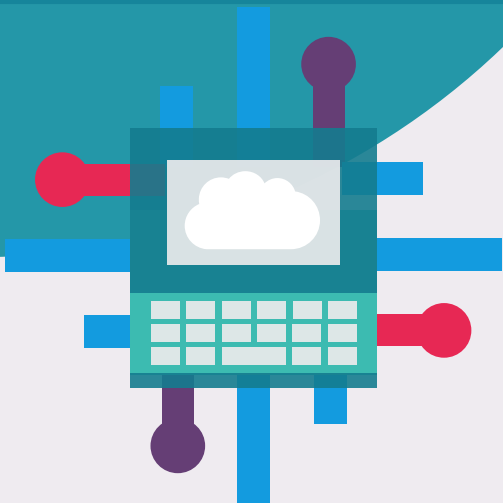
Largest new contract win with high-street bank for digital outsourcer

**£15m contract secured against major IT players**



Global software giant

**Creating double-digit proactive contract win with UK bank**



Major UK software company

**Renewal and new business success for new products**



# 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:

