

Giving  
you the  
competitive  
edge

in  
Professional  
Services

# Helping teams win for over 35 years

We have a great track record of helping organisations succeed in what is an undoubtedly challenging sector.

There's perhaps no other industry where the people you put forward are so pivotal to winning. Buyers struggle to find points of difference between organisations. Timelines are dynamic, and your critical resources are busy delivering for your clients.

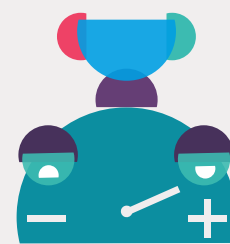
Here's how we help organisations like yours win in this complex environment:



We bring you an in-depth understanding of complex buyer processes and techniques.



We have exceptional experience in winning bids, proposals and pitches for our customers.



We're experts at collaborating and improving efficiency to lighten the load on complex bid and proposal projects.



## 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

# Challenge

# Key issues in your sector and how we can help



Intense  
competition



Making the  
complicated easy  
to understand



Building  
trust, and  
demonstrating  
experience



Efficiently using  
your highly  
expensive staff



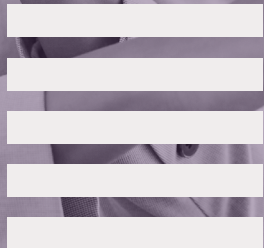
Striking the balance  
between technical  
and non-technical



Managing client  
expectations



Adopting AI



# Solution



## **Proposal strategy and positioning:**

Ensuring that the processes and tools you use stand out from the competition is a real challenge. Competitive intelligence is crucial. Our techniques can quickly pinpoint your points of difference.



## **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.



## **Bringing your trusted team to life:**

We're expert at showing why you have the right team for the client and highlighting their experience throughout your written content.



## **Efficient bid and pitch production techniques:**

We strike the fine balance between tailoring your ready-made content and efficiently extracting information from your experts to quickly craft customised material.



## **Understanding your client and their level of technical know-how:**

By asking the right questions and using some clever tools, we can ensure that the proposals and pitches you produce hit the mark with all the evaluators.



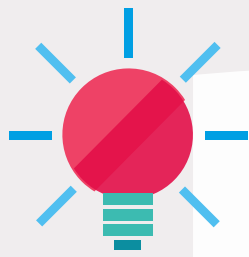
## **Clear scope definition and deliverables:**

You can make a huge difference to your customers, but there are often many dependencies. Our knowledge and healthy challenge can help you highlight the value and benefits you can bring to your customer without overpromising.



## **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.

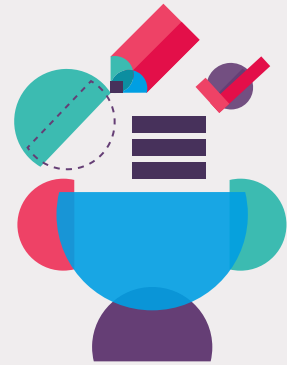


# Success stories

Leading audit company



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



Global digital advertisement company

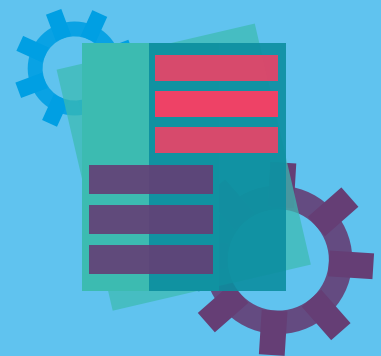
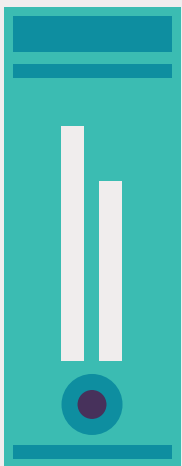
**£1.1bn contract win across major London transport systems**

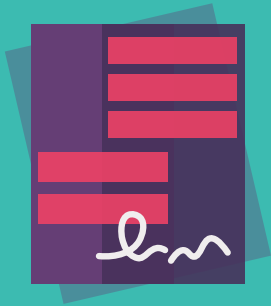
Public-sector specialist auditing company

**£400k crucial CCS framework win**



Certification scheme bid wins  
**Two-stage expert reviews improved quality and delivered two key wins for the client**





Highly competitive retention win for waste enforcement services in Ireland

Organisation's largest contract renewed



Global professional engineering services firm

Win rate increase of 39% in 12 months

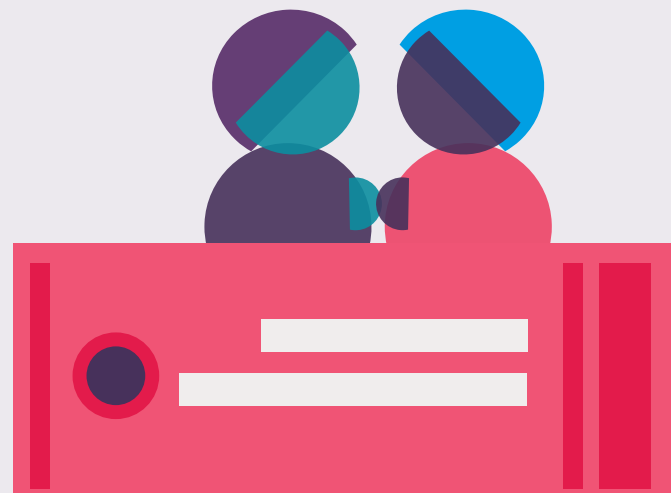


Global auditing company

Proposal library and tools development to enable proposal development

Global law firm

Ongoing advisory and hands-on support



# 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:



0800 009 6800

info@strategicproposals.com

strategicproposals.com

Strategic Proposals