



The

# Winning Proposal



## Bid Writing Services

Has one of your bid writers gone down sick (perhaps with the stress of recent workload?!), or do you just not have enough manpower available to meet your bid deadline? Maybe you don't quite have 100% confidence in your writers at this time and would like to provide them with more experienced support. Whatever your writing bottleneck outsource the problem to us! We'll write the sections you ask us to ... or even do the whole thing.

### Everyone can Write ...

... but not all the time, and not particularly brilliantly!

Writing bids that become the winning proposal takes a rather special talent; one that not every company always has ready access to.

Can you think back to your school days and English classes? Some kids seemed to be able to write fluently and naturally, seemingly without any particular effort. Whereas for others it was always really tough and they never got the grades they wanted. (And probably got shouted at by the teacher for good measure!)

You might find yourself in competition with organisations that appear to find bidding easy.

But everyone knows that developing the Winning Proposal is demanding.

Successful bids require great effort, deep patience, fierce determination, time (is there ever enough?!), laser focus, specialist sector knowledge and a sound understanding of the process of tendering and contracting, especially when bidding for NHS and public sector contracts.

**We are available to work with your people to develop their skills, build and refine bidding systems and put in place robust proposal processes.**

Do you ever find yourself wondering "what if ..."

... "what if we brought in expert writers - what difference would they make?"





In six weeks they helped grow our funnel by £65m, £31m of which became closed business within four months - a fantastic achievement!



*Strategy and Marketing Director, Care UK*

The team at the Winning Proposal works on proposals and bids pretty much every day of the week.

There's a very good chance we've already seen the questions that commercial sector purchasers and public sector commissioners are asking you right now.

And if we've not actually seen a question before we've probably seen something rather like it at some point.

#### Your Challenge

The PQQ (Pre-Qualification Questionnaire) or the main RFP (Request for Proposal) has just hit your desk; suddenly a very real sense of the challenge ahead dawns.

Tottering piles of pages, unfathomable jargon, a tortuous tendering process, the need to interface with complicated IT portals and the sheer pressures of time can be really frightening.

**If you really don't feel you can pull everything together in the required timescale to a standard required to win, you could walk away from the opportunity ...**

**... or talk to The Winning Proposal team.**

So, why not take your headaches away and outsource your problems to us?

You are going to learn quite a lot from

working alongside the experts; skills and knowledge that will better equip you for those bids that will inevitably be coming down the line in the future.

And if our past projects are anything to go by there's a very good chance that you will be interested in some of the more developmental and systematic aspects of our proposal services down the line.

But for now let's just concentrate on helping you write those sections that you are otherwise going to struggle with.

We serve the following sectors:



Healthcare



Finance & Banking



Professional Services & Legal



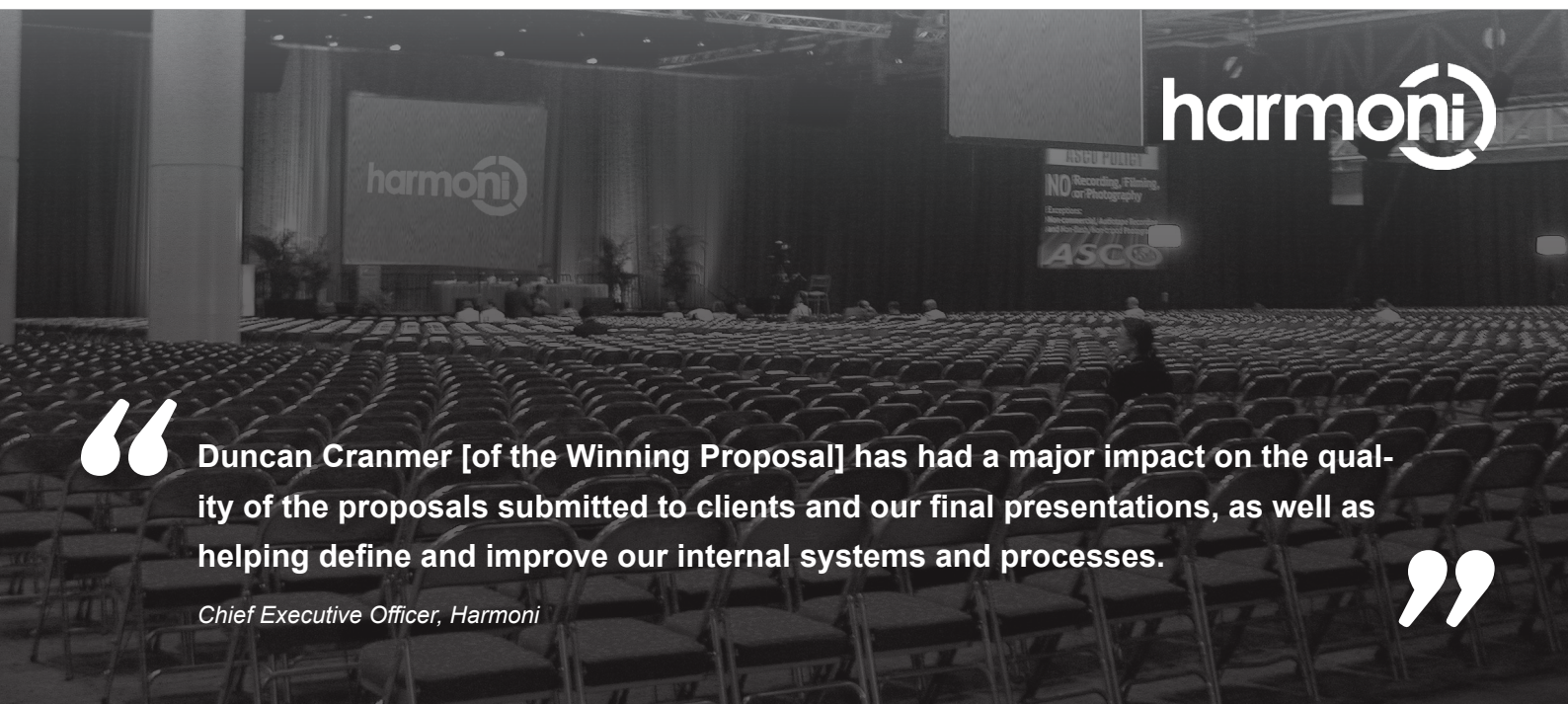
Infrastructure



IT & Hi-Tech



Other



**harmoni**



**Duncan Cranmer [of the Winning Proposal] has had a major impact on the quality of the proposals submitted to clients and our final presentations, as well as helping define and improve our internal systems and processes.**

*Chief Executive Officer, Harmoni*







These guys bring real rigour to developing top class, high value proposals. Working truly as part of our own team ...[t]he results have been outstanding.



*David Beckett, Chief Executive Officer, GTD Healthcare*

### Sector Expertise

The Winning Proposal team has worked in many sectors and has particular expertise in the following marketplaces:

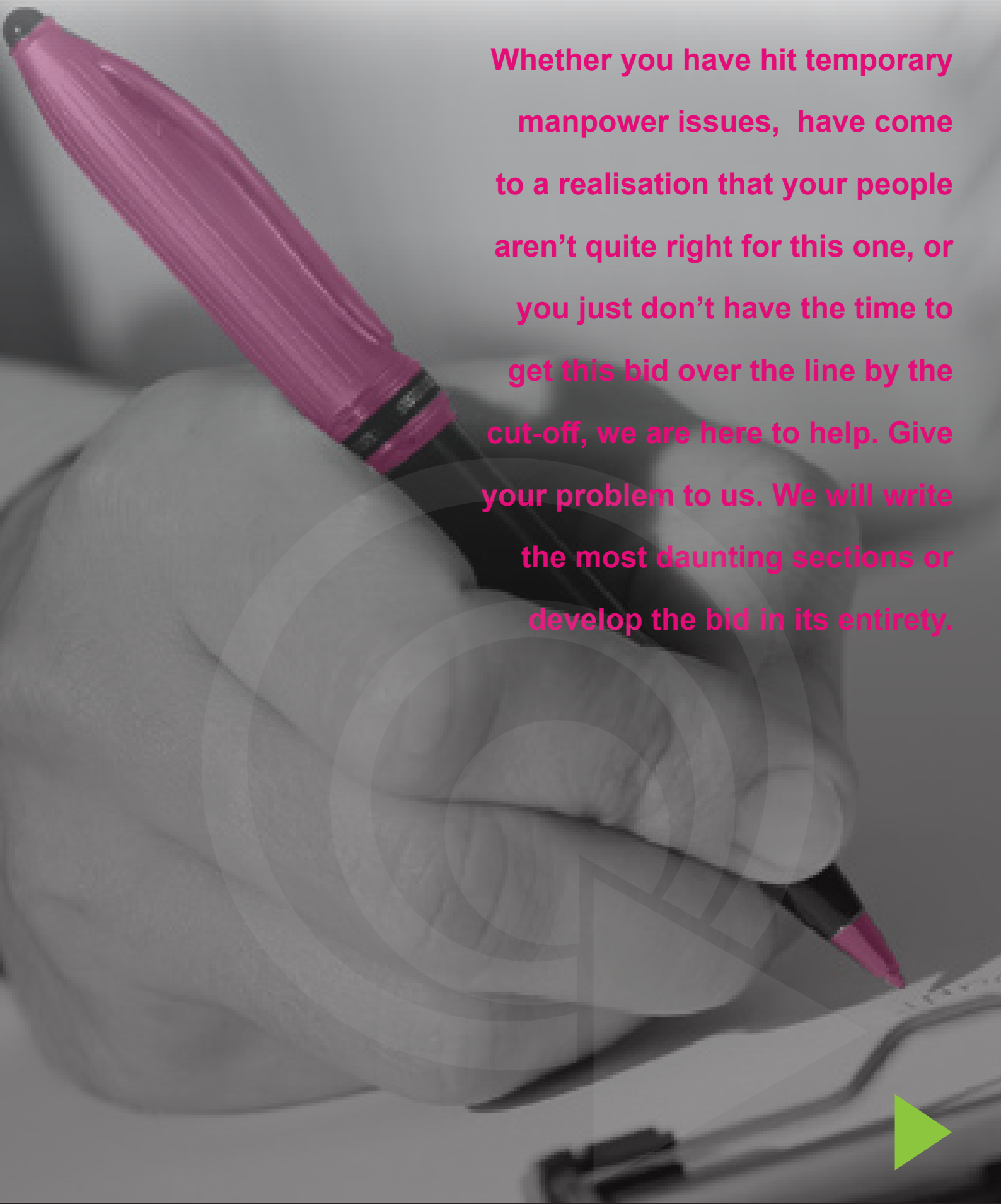
- **Healthcare** – especially in helping private sector providers win substantial NHS contracts
- **Finance and Banking** – making highly complex value propositions understandable and compelling
- **Professional Services and Legal** – differentiating client offers in very competitive marketplaces
- **Infrastructure** – high value, tightly regulated public sector procurements
- **IT and High Tech** – nailing the Value Proposition, especially for start-ups and new business units
- **Other** – the methods of The Winning Proposal are not tied to any single business sector; we deliver proposal success across the board, whatever your industry



We sought a strategic business partner able to quickly understand our needs for development and to help define our top level plan for future success ... throughout Duncan [the Winning Proposal] impressed us with his thoughtfulness, professionalism and dedication.





*Group Marketing Director, benenden group*





**Whether you have hit temporary manpower issues, have come to a realisation that your people aren't quite right for this one, or you just don't have the time to get this bid over the line by the cut-off, we are here to help. Give your problem to us. We will write the most daunting sections or develop the bid in its entirety.**



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