



Leadership and Control

The nature of proposal creation is such that “bid burnout” is a real risk. Writers and Bid Managers are prone to tiredness and sickness, yet often plough on anyway. Not only does this risk losing key people – temporarily or permanently – but there’s also the possibility of losing of innovation and discipline as your people flag. We can help lead an important bid for you and bring in new ideas that all future proposals will benefit from.

A Familiar Situation?

How many times have you been here ... your Bid Team has been maxxed out for months, your best guys are staggering like zombies from one bid to the next, there’s been no time to sit down and learn from recent projects when suddenly you’re asked to deliver “the must win” bid?

Let’s be honest, you just don’t have the internal resources nor the time available to develop a head-turning proposal at the desired quality standard.

Can we help? Sure. Just outsource your problems to the Winning Proposal team.

Our Leadership and Control services include:

- Preparing your PQQ response (Pre-Qualification Questionnaire)
- Defining the project plan
- Managing your Bid Team
- Project management
- Strategic support and guidance for your Bid Manager (and nominated Bid Team members)
- Setting your win themes
- Crafting the Executive Summary
- Leading on your shortlisting presentation
- Taking on your entire bid load, should you require us to do so



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These guys bring real rigour to developing top class, high value proposals. Working truly as part of our own team they have set the project plan and assisted in the definition of, and adherence to, the right process for the job in hand. The results have been outstanding.

David Beckett, Chief Executive Officer, GTD Healthcare

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There Comes a Time ...

There comes a time when every Bid Team and Bid Manager has got to the point where they can't cope any more. This is the moment when your team will most benefit from external - but approachable - expertise. We can help you by bringing oversight and objectivity at the strategic level for your bid. With our expertise and guidance, not only will your next bid be better, subsequent bids will be better too, as our techniques, processes and ideas are transferred to and absorbed by your team.

Preparing your PQQ Response

Pre-Qualification Questionnaires (PQQs) can be a pain, often appearing as irritants when you are trying to concentrate on “real” opportunities for which you have already been pre-qualified.

But if you don't jump through the hoop of getting a solid PQQ in, you won't be able to play at the main proposal stage.

We'll draft some or all of your PQQ for you. In the process we develop a sound appreciation of the project and the prospect's needs, allowing us to add further value down the line should you require it, once you have passed the PQQ.

Defining the Project Plan

Clear workstream ownership, responsibilities and timescales are essential for bid success. We will set a realistic plan for you based on what has worked well elsewhere in similar circumstances.

Managing the Bid Team

If your lack of resource is mainly around the management of a perfectly capable Bid Team (e.g. your Bid Manager is assigned to another project, on annual leave or away sick) we'll step into those shoes and run your team for you, bringing our decades of experience to bear.

Bid Project Management

Perhaps your greatest challenge is getting everything done on time? When strong and timely execution of the essential steps to complete your bid to the necessary quality standards is crucial, our Project Managers can instil the discipline required to meet your plan.

Strategic Support

You may have identified particular “Achilles heels” in your process, systems or team? Simple examples may include a new Bid Manager who needs support in

getting fully up to speed, a domain expert who really knows their stuff but can't write it down very well or an inability to take complex ideas and present them back in simple yet compelling ways.

We will work with your nominated personnel to eliminate such issues.

Setting the Win Themes

The Winning Proposal invariably has just three to five killer win themes that put very clear water between you and your competitors and which consistently serve as a “golden thread” across all of your proposal materials.

Winning proposals always tell a compelling story that hits your readers – your audience – both in the heart and the head. We will guide you to the best win themes to use and the right evidence to prove to prospects that you really can deliver against their specified needs.

Crafting the Executive Summary

The Executive Summary is right up there with your Financials section as the most important element of your proposal – you've simply got to get this right.

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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

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If you don't get the Exec Summary sorted it's very likely that your proposal will fail.

Following your brief we create (or re-work) the Executive Summary for you. A professional Executive Summary additionally helps serve as a "yardstick" which is then applied to the rest of your proposal documentation. This ensures consistency of flow and keeps your readers focused on the unique, differentiated benefits that only you can bring to them.

Shortlisting Presentation

Getting the bid out of the door and to your prospect on time always brings a mighty sense of relief, but the workload doesn't end there, of course.

High value proposals and tenders necessitate attendance at one or more shortlisting presentations.

Unfortunately, some of the people that

you want to involve in the shortlisting presentation may have had only limited – and potentially zero – involvement in the development of the proposal itself. Yet you cannot afford the risk of all the effort that you have put in so far going to waste at the final hurdle.

The shortlisting team must be brought to the point where they are all "on the same page" ... and that "page" must be visual, compelling and different.

Working with your nominated team we will develop a powerful presentation for your forthcoming shortlisting meeting (usually in Microsoft PowerPoint).

And yet a wonderful shortlisting presentation alone will not suffice.

Even the most experienced directors and knowledgeable operations personnel, for instance, can trip up during the Q&A (Questions and Answers) session that fol-

lows the shortlisting presentation.

So we get your team to the point where that won't happen (yet without the team appearing "unnatural" or "rehearsed").

By the time your dreaded shortlisting meeting comes around you can be confident that everyone is going to shine and really impress the selection panel.

Bid Writing

Has one of your bid writers gone down sick (perhaps with the stress of recent workload?!), or perhaps you just don't have enough manpower available to meet your bid deadline?

Outsource the problem to us!

We'll write the sections you ask us to ... or even do the whole thing.







Duncan Cranmer [of the Winning Proposal] enabled CastleOak to formalise a structured process. His facilitated workshops worked well, encouraged positive collaboration and achieved a swift outcome. The process was swift, professional and got senior colleagues on the same page quickly.

Head of Marketing, CastleOak Group



The Winning Proposal's Leadership and Control services have been leveraged by Bid Teams that are short on energy, resources or ideas. The techniques, processes and ideas that we bring are absorbed by your team to leave a lasting legacy and an overall improvement in bid quality and win rates.

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