

# The Winning Proposal



## Live Bid Support

Even the most successful bid teams sometimes just don't have the capacity necessary to handle the new "must win" bid. So, do you pass on the opportunity or press on regardless and submit something that in your heart-of-hearts you know will never cut the mustard? Our live bid support services help you deliver your proposal on time and to the exacting standards demanded by your prospect. Meaning that you win more.

### Ever Been Here Before?

Is this a situation that you recognise ... 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. What are your options?

**Well, you could simply "No Bid" and wave goodbye to the opportunity ... if only the boss would let you!**

Or you could just do the best you can under the circumstances ; which you know isn't good enough and could have ramifications for your organisation's reputation and even your own career trajectory.

Alternatively, you could call in the bid experts and invite us in to

assist in the creation of The Winning Proposal.

We'd like to think that this last option is your best option, but how exactly do we help in this sort of situation?

Our core Live Bid Support services include:

- Win Theme Development and Differentiation
- Leadership and Control
- Project Management
- Crafting the Executive Summary
- Bid Writing
- Graphics Creation
- Shortlisting Presentation
- Bid Strategy and Planning

These services are designed to give you full control over the proposal development cycle.





**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*

### Win Themes (Differentiation)

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 the “golden thread” across all of your proposal materials.

Your Bid Team and other contributors will be facilitated to arrive at the very best win themes and be guided to correctly deploy your win themes consistently through your entire proposal.

### Leadership and Control

Would your Bid Team and Manager benefit from an external - but approachable - expert who is able to give oversight and objectivity at the strategic level for your bid? The Winning Proposal is ready to provide you with such expertise and offer the guidance required to raise the quality of your proposal.

### 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 tactics and discipline required to meet your plan.

### 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.

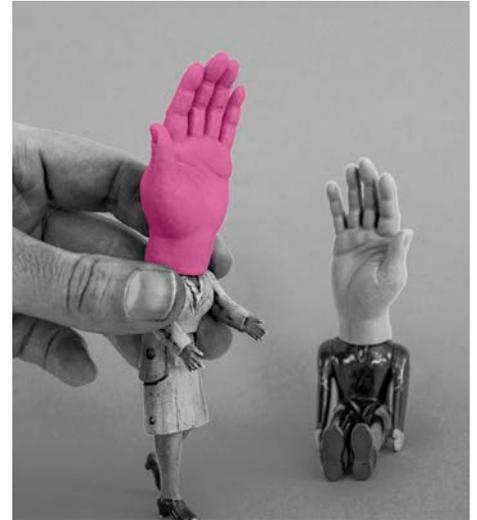
If you don’t get the Exec Summary sorted it’s very likely that your proposal will fail.

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.

Or a service that you might value even more ... we will show your team exactly how we do it, so that you can develop fantastic Executive Summaries in the future completely independently.

### 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?

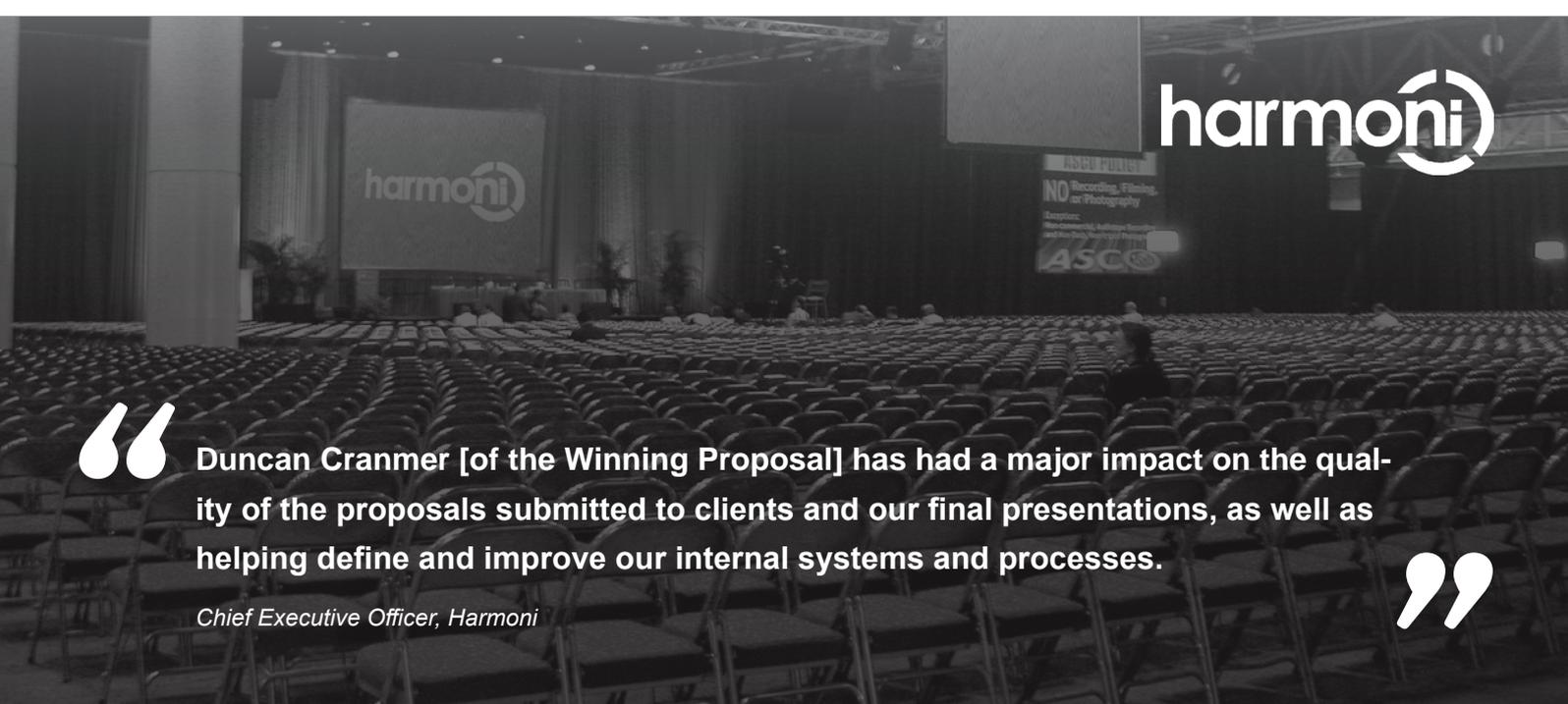


Outsource the problem to us!

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

### Graphics Creation

We live in an era when we need to get the message across really quickly, at a single glance. Just think about how you operate yourself. If you don’t “get” a new idea straightaway then aren’t you very likely to move on to something more interesting and rewarding? In your intended readers’ case this might be your competitor’s bid.



**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*



# When the slog of bidding gets too much - or you need to make specific, targeted improvements - we are here to turn your next proposal into the Winning Proposal.

A picture paints a thousand words (as the time-honoured cliché goes), but a great picture also keeps the word count down!).

The Winning Proposal takes your complex, important ideas in raw text (and even verbal) form to re-create them as stimulating and intuitive graphics that are instantly grasped by your readers and reviewers ... your buyers!

## 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

follows 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.

## Strategy, Planning and Training

The Winning Proposal's core Live Bid Support services get your bid over the line, on time and at a higher quality standard than would have been possible

using only internal bid resources.

But take a step back ...

... are you consistently struggling with bids? If so, perhaps a more fundamental solution is required?

A new and more systematic approach will make you fundamentally stronger and better-prepared for all future bids.

So, if you want to strengthen your organisation's overall proposal capabilities you might also wish to consider our Strategy and Planning Services and our Training Services.

## Our Live Bid Services - Putting you Back in Control



Win Theme Development and Differentiation



Leadership and Control



Project Management



Crafting the Executive Summary



Bid Writing



Graphics Creation



Shortlisting Presentation



Bid Strategy and Planning



**Canon**



They took my outline ideas for the presentation and created a version that was visually very impressive and thoroughly engaging for the audience. A job well done!

EMEA Project Director, Canon Europe



**The Winning Proposal's core Live Bid Support services get your bid over the line on time and at a higher quality standard than would have been possible using only internal bid resources.**

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# Training, Consulting & Workshops

Sometimes there's no option short term other than getting practical, hands-on support for a key bid. But when taking the longer view, wouldn't you be better placed to improve future win rates if your team was fully empowered ... where you have been coached and trained in those techniques and processes that allow you to take total control over proposal development cycles? Then your own teams and people directly enjoy the benefits – indeed the glory - of easier bidding and improved win rates.

## From Short Term Support to Full Empowerment

Oftentimes it is quite right that you insist that we take on vital proposal workstreams so that you can concentrate on other activities within your business. Whilst this is a completely legitimate way of working, it's merely a short term fix. It is unlikely that your people have learned much from our involvement. **We've served as a life raft when what you really need is your own people brought up to the standard of Olympic swimmers!**

So, our preferred model – and the one usually preferred by Bid Teams - is one of client empowerment.

Client empowerment translates as staged skill transfer, allowing you to take increased control of an optimised bid process, having your own teams and people enjoy the benefits – indeed the glory – of improved win rates.

The most appropriate support interventions for you are identified

during a proposal health check audit, or as a consequence of a fully comprehensive benchmarking exercise (using a recent proposal/s).

Once we have a solid grasp of your developmental requirements we finalise with you the shape of the programme that will leverage the greatest positive impact for your proposals, which can include one or more of the following:

- Training, Coaching and Workshops
- Bespoke Consulting Services
- Value Proposition / Messaging Review
- Proposal Review
- Proposal Development Workshop
- Proposal Development Coaching
- Proposal Benchmarking
- Process Optimisation
- Live Bid Support and Strategy





Duncan [Cranmer of the Winning Proposal] is a strategic thinker and skilled facilitator who is expert at getting a group to push beyond surface knowledge to truly understand new concepts. He is quick on his feet and able to command an audience. Highly professional and easy to work with. Duncan would be an asset to any organisation and someone I highly recommend.

*EMEIA Service Quality Lead, EY (Ernst and Young)*



### Training, Coaching & Workshops

Where do you need to improve and who needs to improve ... to what extent and how quickly?

A potentially blended programme of Training, Coaching and Workshops on-site and / or off-site will drive you towards the speedy realisation of your desired goals.

### Bespoke Consulting Services

Where your needs for proposal improvement do not neatly fall into our standard Training, Coaching or Workshops packages we will agree a tailored, targeted workstream that is going to be the most effective way of improving your bids.

### Value Proposition & Messaging

Clear, powerful Win Themes and a well-articulated Value Proposition are the cornerstones of winning proposals.

We'll get these right for you so your bids resonate with your readers.

### Proposal Health Check Review

A Proposal Health Check is a great way of starting your journey to better bids. A Health Check clearly highlights the strengths to be capitalised on and the weaknesses that need to be minimised and eliminated.

Armed with an understanding of your current competencies we can build the plan for success with your team.

### Proposal Development Workshop

The "Dos and Don'ts" of proposal development in a single day with some flexibility over the modules that you need to get better at bidding.

Useful for the whole team and often a quite cathartic experience!

### Proposal Development Coaching

Interactive and intimate coaching sessions on a 1:1 or 1:2 basis.

Typically executed in half-day sessions to embed learning and new techniques most effectively and speedily.





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*

### Proposal Benchmarking

For selected sectors we have data on proposals from organisations that you may be directly competing against. Whilst the detail behind such data is always strictly confidential and can never be shared under any circumstances, such data sets allow us to proactively suggest areas where you would benefit from improving.

### Process Optimisation

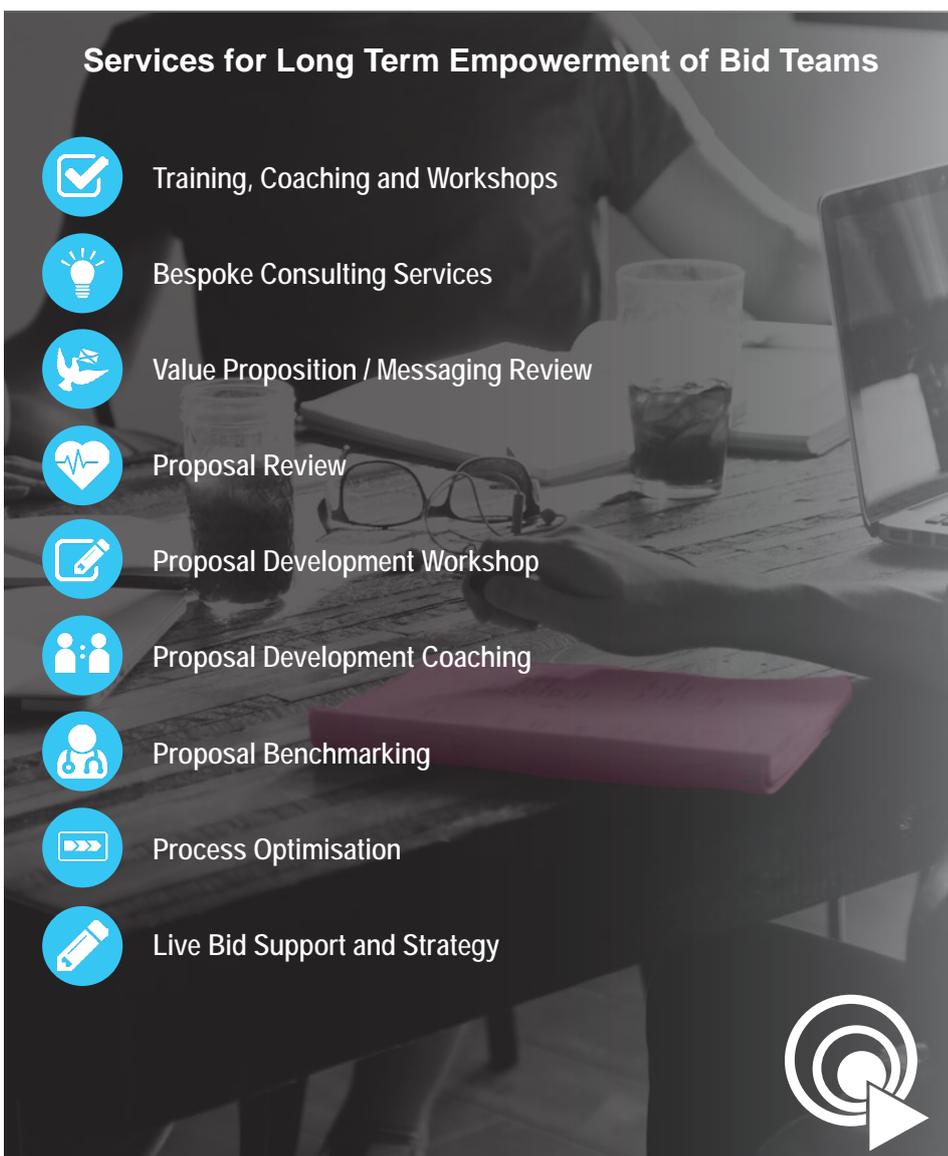
At The Winning Proposal our start point is this: if the proposal process isn't clearly documented and open to review then you are unlikely to have a process in place that is fit for purpose.

Our process workshop brings together key personnel to agree and shape the right bid process for you, whether that means starting from scratch or making targeted improvements to what is already in place.

### Live Bid Support and Strategy

Alongside of our Training, Coaching and Workshops we are ready to provide you with Live Bid Support services which are focused on getting your current bid over the line on time and to a high standard

And when the dust has finally settled on this one, don't you think it's time to sort out your over-arching bid strategy and processes? We are here to assist.



### Services for Long Term Empowerment of Bid Teams

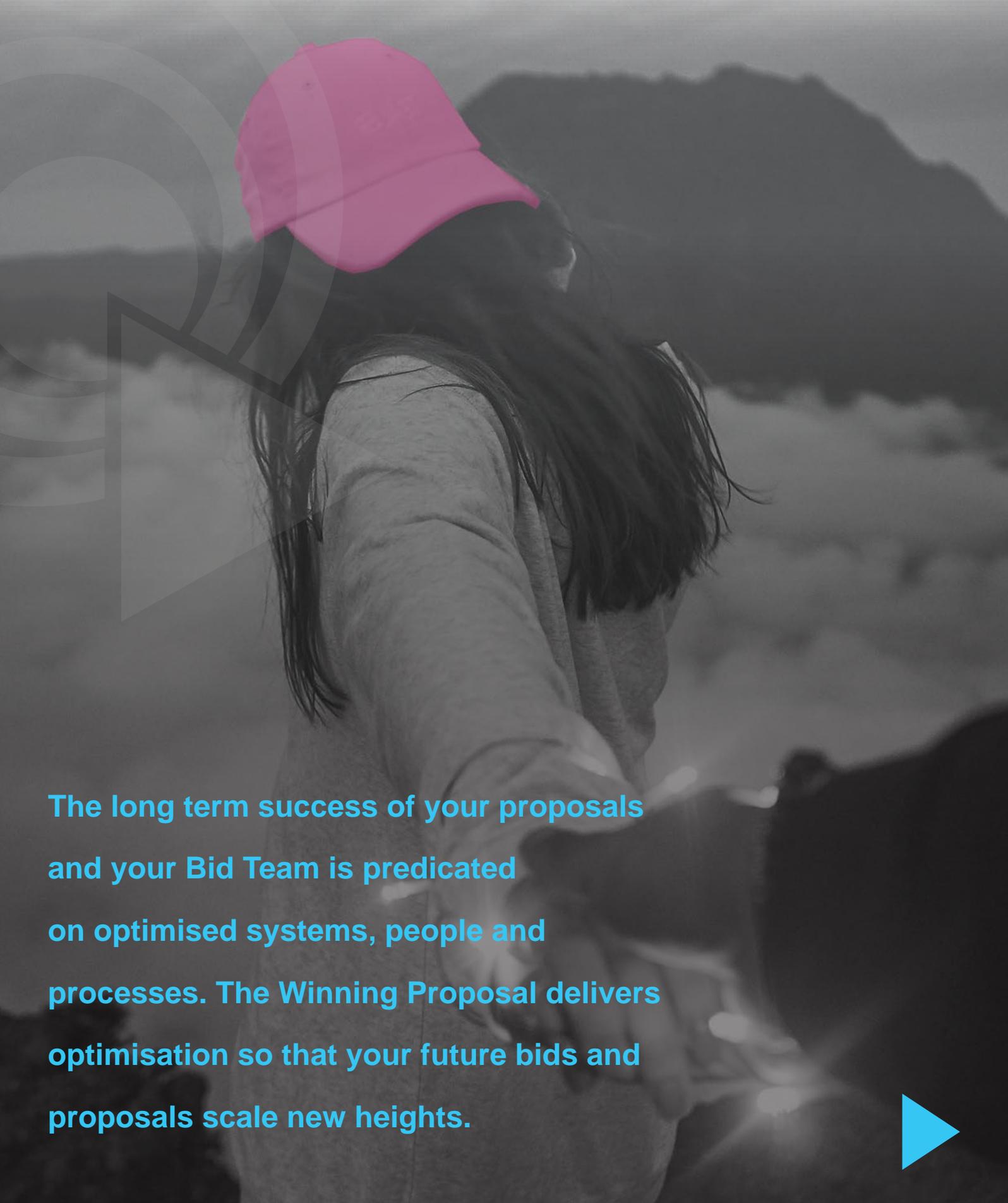
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-  Live Bid Support and Strategy




I just wanted to share with you that I just closed one out of my two sales deals that we discussed on the course. (Second is progressing well too). I am very grateful for all I have learned from you and I truly believe that your course was a significant aid in my sales process! A big thank you from Switzerland.”

*Front line sales, Bloomberg Tradebook Europe*





**The long term success of your proposals  
and your Bid Team is predicated  
on optimised systems, people and  
processes. The Winning Proposal delivers  
optimisation so that your future bids and  
proposals scale new heights.**



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