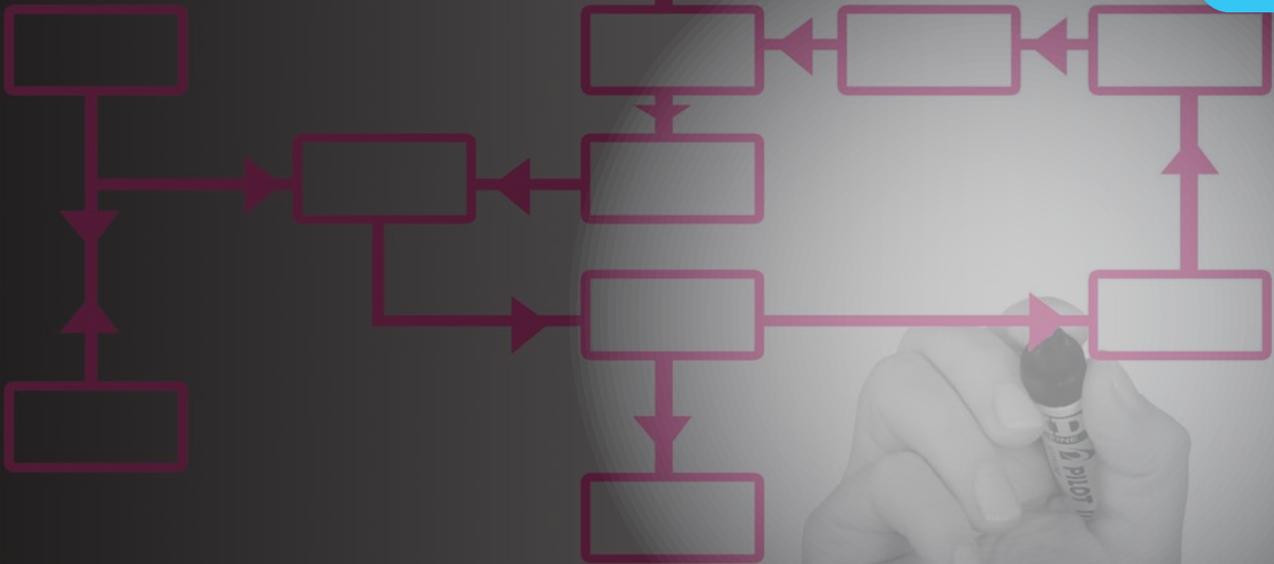


The Winning Proposal



Process Definition & Optimisation

We have yet to have a client who admits that they don't have a bid process, but we have been party to plenty of really flaky processes, many of which have never been documented, so they are really difficult to scrutinise and therefore improve. The most successful B2B (business to business) sales organisations are those that work together in a well co-ordinated and practised team. This doesn't happen just by accident. It happens by design. And that design is a bid process.

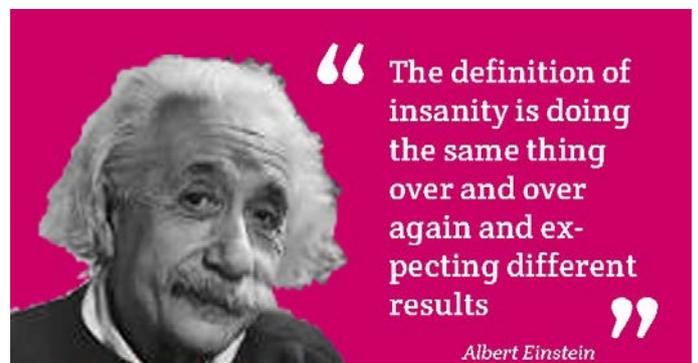
At The Winning Proposal our start point is this:

If the bid process isn't clearly documented and open to review then you are very unlikely to have a process in place that is properly fit for purpose.

Asking how you could improve your approach to proposal development to do things better to win more bids might seem to make obvious sense.

But so often a Bid Team finds itself entrenched in ways of working and partially-formed processes which are applied to every proposal opportunity - a more common situation than you might imagine!

If your win rate is stubbornly low and yet you continue to tackle each new bid in ways very similar to how you have done things in the past, then beware ...



... you might be sailing dangerously close to Einstein's definition of insanity!





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

Success Predicated on Process

Whilst we would never suggest that an organisation or Bid Team member not following a formal bid process irrevocably proves "madness", what is incontrovertible is that it makes sound business and financial sense to make sure you know what methods, messages, systems, tools and personnel work best for your proposal development cycles (and therefore for prospects).

Then, once you know what works best, continue to repeat what has been proven to work well in the past. (Why wouldn't you ... a reasonable definition of bidding sanity, perhaps?).

By documenting and sharing best practice across the Bid Team and the wider sales organisation you are spreading the necessary foundations of team level success.

And success breeds success.

Process Workshop

Our Bid Process workshop is the cornerstone of optimisation and improved win rates for tenders.

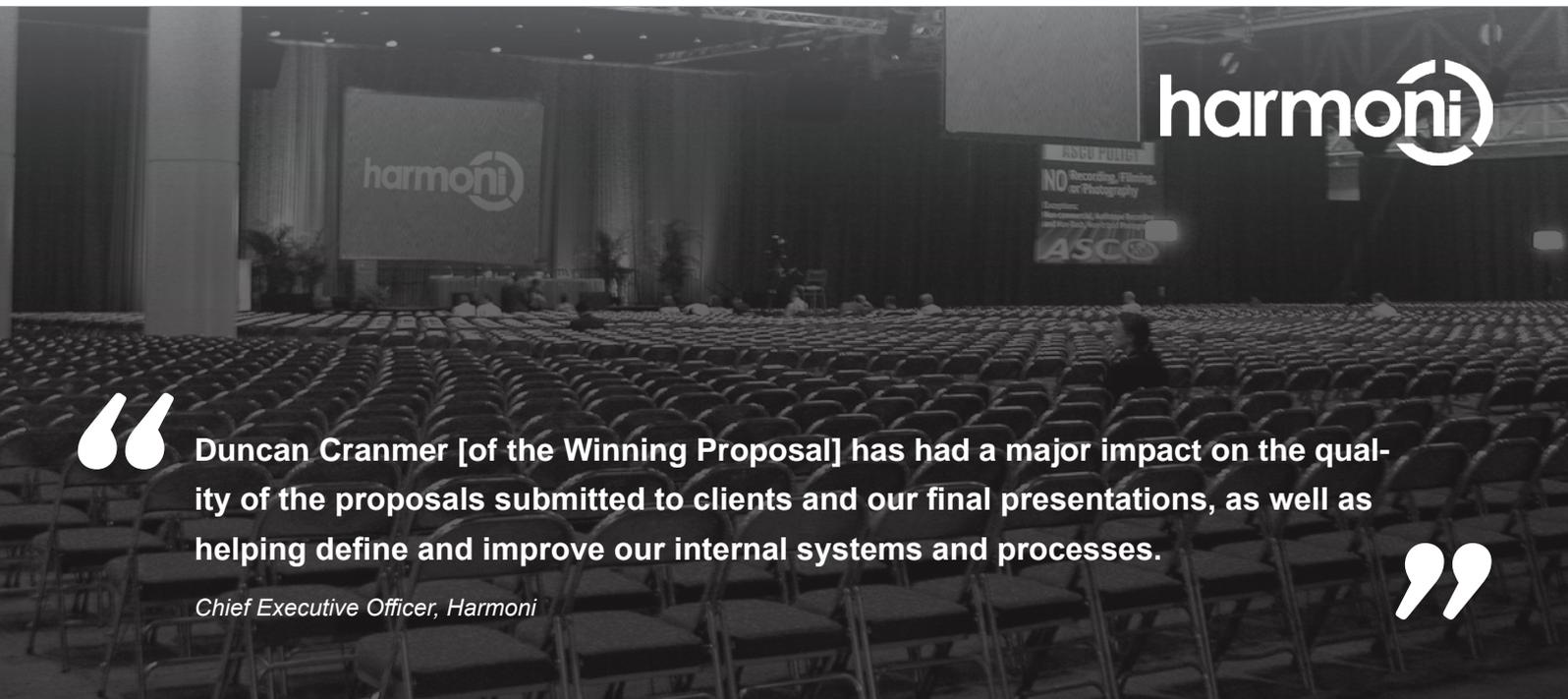
In order to get the most from the workshop we will meet with nominated representatives from your Bid Team, as well as with those performing important support functions around your proposals

(e.g. Marketing, Product Management, Operations etc.).

These discovery interviews point the way to how your proposal processes can be bettered; and on this basis your tailored workshop is designed and structured for maximum participation and impact.

The Winning Proposal's workshop brings together your team to openly and collaboratively discuss, share and finally agree best practice.

Our facilitated workshops are great opportunities to reflect on what has worked well in different bid situations,



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



Our facilitated Bid Process Optimisation workshop gives your Bid Team the time they need to openly and collaboratively discuss and agree best practice. This breaks the habits of “reverting to form” and making the same errors over and over.

and what has worked less well. The key attributes of success and best practice are identified and recorded on the day.

This best practice is subsequently fully documented for you and carefully reviewed with your bid leaders and directors until formally approved; at which point the new process is shared with everyone in and around the Bid Team.

The format of the final output is entirely down to you.

The established standard used to be a hardcopy flow chart or one page summary. But increasingly the need is for interactive bid playbooks embedded into the corporate CRM system such as Salesforce.com and Microsoft Dynamics.

In a world where everything is increasingly just one tap of the finger away via a tablet, phone or PC, you might want to consider slotting your optimised, bid process into a hi tech platform ?

The Main Workshop Benefit

It's entirely normal to see Bid Teams lurching from one tender opportunity to the next without the time to reflect, learn and improve for next time.

By taking a few hours away from the daily grind, our expert facilitator can expose you to new perspectives, new thinking and a better way to bid.

So, we'll help your Bid Team to help make things better for itself and, ultimately, for your overall business.



“

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)



By documenting and sharing best bidding practice across the Bid Team and sales organisation, you are spreading the necessary foundations of success in tendering. The most successful Bid Teams winning high value tenders are those that work together as a well co-ordinated and practised team, adhering to a tried, tested and optimised way of developing proposals. Ask The Winning Proposal to run the rule over your current processes to see how and where they might be improved.



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