



Proposal Review & Benchmarking

Honestly, how good are your proposals ... and how can you know for certain where your proposals sit on the excellence spectrum? Even when you have had detailed feedback from earlier bid attempts, have you learned enough to catapult future bids to the level at which they need to be? Leverage our objectivity, experience and diagnostic tools to identify and eliminate proposal weaknesses whilst harnessing your existing bidding strengths.

How good are your proposals?

Would you say seven out of 10?

Seven and a half, perhaps? Maybe higher? Or a bit lower?

Your internal assessment does matter, but not as much as the scores accorded by your customers and prospects.

We always encourage Bid Teams to get as much feedback as possible from the prospect at the end of the bid cycle when you have lost a bid.

It's also best practice to seek feedback when you have actually won.

However, even where you are able to solicit feedback it can often be both shallow and noncommittal; meaning that there is very little that you can use to build a practical, comprehensive action plan to get better next time.

In the absence of meaningful external feedback that you can leverage to get better at developing proposals, how are you going to be able to improve your next bid, and the one after that?

Enter The Winning Proposal





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

External Expertise

The Winning Proposal team brings objectivity and experience to assessing your bids, allowing us to rigorously assess the quality of your current and past tender documents.

There is no reason for us to hold back! And being rather direct and somewhat blunt leads to the best and fastest improvements in your proposals.

Think of us as your bid doctor. We'll help you identify what is wrong with your proposals and then prescribe the most effective solutions to make them better.

Over the years we have learned that the needs of the companies that we work with



fall into one of three categories:

1. The bid team needs to get a **speedy external perspective** on the quality of a recent proposal to spot weaknesses for corrective "quick fixes" next time round
2. Win rates are not as high as the business needs them to be and an **objective "deep dive"** is required, led by outside experts dedicated to excellence in proposal development
3. Again, a full "deep dive" and recommendations report is required, but there is an additional desire to **compare the quality of their bids against those of their industry peers and competitors**

It is on the basis of these three requirement classifications that we offer three types of proposal review services to proposal development teams:

1. Mini Healthcheck
2. Full Healthcheck
3. Healthcheck and Benchmark (includes peer Proposal Review)



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



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1. Mini Healthcheck

If you need a handful of critical, actionable top-level pointers to guide you to the key changes to your proposals that will have the biggest bang for your buck then The Winning Proposal's Mini Healthcheck service is your logical start point.

We offer this service to new clients without charge.

One of our experts will assess a recent proposal of your choosing and produce a short, punchy report highlighting:

- Proposal Look and feel
- Win themes and messaging
- Structure
- Areas for improvement (action plan)
- The Secrets of Proposal Success

Why do we offer this service for free? Because we want to build a trusted relationship with you and your team.

We know that if we can point out areas in your proposal development process where relatively small tweaks can yield big improvement gains ("quick wins") then you are likely to commission us

commercially to help execute some of those improvements.

2. Full Healthcheck

Does your Bid Team need to make the quantum leap and systematically move proposal win rates in the right direction?

When you need to exert greater control over your proposals and rapidly increase their quality a comprehensive "deep dive" is required – The Winning Proposal's Full Healthcheck.

Our proposal consultant will review several of your most recent proposals and speak with nominated Bid Team members before developing and presenting our findings report and action plan structured as follows:

- First Impressions
- Power of Win Themes
- Strength of the Value Proposition (VP)
- The Executive Summary
Strength and appropriateness of writing and style
- Use of graphics and other visual elements

- Commercials (optional)
- Alignment with client's need (from the Request for Proposal, RFP)
- Recommendations (action plan)

Each of these key areas is scored using our Bid Scoring Matrix Tool so you will now know exactly how good your proposals are.

3. Healthcheck and Benchmark (Includes peer Proposal Review)

The depth of our client base in certain sectors has allowed us to objectively score proposals across sectors and sub-sectors.

Depending on the availability of sector-specific data we may be able to offer the Full Healthcheck service (above) coupled with a Benchmarking report whereby we assess the relative strengths and weaknesses of your proposals against those of your peers.

The confidentiality of data remains absolute always, with benchmarking steering you to those areas that must be prioritised for quality gains and improved win rates in your particular industry.



[They] made important suggestions around the bidding process that made our proposal work faster and better, as evidenced by our much improved win rate.



It can be difficult for hard-working bid teams to arrive at an objective understanding of their own strengths and weaknesses. Which is why we offer three proposal healthcheck services. Whether you just need to know where your “quick wins” are or whether you need to match yourself against peers, our healthchecks improve proposal quality and win rates.

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