



VP and Messaging Services

Tenders can be lost for any one of a myriad of reasons. You'll already have heard most of those excuses already. You may have even used some of them yourself! But time and time again the Number One reason for not winning is that your prospect was unable to differentiate the underlying value of your bid from that of your competitors. Well-differentiated and evidenced sales messages underpin the best bids. Get your messages right and you will win more proposals.

A Nice Story and Trick

A former Saatchi and Saatchi MD had a nice and extremely effective trick when pitching for new business.

Whenever a prospective client suggested new, additional ideas to be included in a forthcoming advertising campaign he'd throw a handful of sugar cubes at someone in the audience. Inevitably they'd all be dropped. Then he'd throw just one. When that was caught he'd pause for a moment ... just long enough ... then ask, "get the message?"

At some point in the past one of your managers will have told you to "KISS" – Keep it Simple, Stupid!

Why? Because the human brain can only take so much on board at any one moment, in the same way that we can only catch one sugar cube at a time.

But what's also interesting is that humans are far more receptive to taking on board – and remembering – stuff that is relevant to them.





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 Professional, Bloomberg Tradebook Europe Limited



Bloomberg



- We are really big
- We were founded in 1927
- We have worked with 1,000s of clients
- Many of our clients are just like you
- Our prices are good

So what !?!



Relevant Messaging

Developing the winning proposal hinges on your ability to communicate and write in a way that is simple and effective, using key messages that resonate directly with your audience.

It seems obvious, doesn't it ... bid success being tied to your ability to prove the relevance of your services and products to prospects?

But it's so very tempting to do the easy thing ... use your proposals to bombard your prospects with information about how great you are. How many of your bids start with an introductory piece about what your company does and who for?

In other words, how often do you start by talking about you?

Relevance starts with Them ...

... not with you and your firm; it starts with your audience.

Sure, examples of previous work, case studies, testimonials and your organisational capability are important, but only once you've piqued the interest of your prospect in the early stages of your proposal.

Without that interest everyone's time is being wasted.

Compel your prospects with win themes, sales messages and a value proposition that thoroughly resonate with them, thus drawing them deeper in to your proposal and so closer to contracting with your company.

Good Sales Messaging

There are, no doubt, hundreds of things that your products and services can do for your customers and your prospects.

And you probably have manuals that instruct your customers on just how to tap into each of these functions. But good sales



Differentiate to win



They have the ability to take complex ideas and simplify them – so that the audience quickly understands the benefits they will get from us.



Graham Jones, Programme Director and Bid Controller, DoctorLink

messaging has little to do with instruction manuals! The best sales messaging in bids takes the form of a handful of superbly articulated killer benefits that can be immediately understood and liked by your intended audiences.

Powerful Storytelling

The strongest business proposals tend to be built upon just three to five highly significant benefits for your prospect that put very clear water between you and your competitors.

How powerful is your messaging and storytelling?

Assessment Review

Your proposal win rates over the last 12 months or so are a brilliant indicator of the strength of messaging in your bids.

A good win rate shows that your prospects are able to fully distinguish – and believe - your promised benefits over your competitors'. By "voting with their feet" and choosing your company's offer, your prospects have evidentially demonstrated that they prefer what you are offering to everyone else.

Conversely, if your win rates are at an unacceptable level – or currently heading in that direction - your proposals do not adequately communicate your messages

and what makes your offer special.

Our review services begin by analysing several of your recent proposals so we can carefully assess the quality of messaging in your bids.

Messaging Services

Depending on your requirements, your messaging can be strengthened in one of three ways (or a combination):

- Training
- Coaching
- Workshops

1. Training – instructor-led training for your Bid Team with an agenda developed on the back of our assessment findings. Our objective here is to train you in those areas of messaging where improvements will have the most significant positive return. However, we also want to highlight your existing strengths so that you can continue to do what you are already really good at.

2. Coaching – intensive, focused, intimate sessions (one on one, or one on two) with your Bid Team member/s with the greatest responsibility for getting your Value Proposition and messages just right.



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)





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



3. Workshops – facilitated workshops that sit somewhere between instructor-led training and very intimate, targeted coaching.

By involving all - or the majority - of your Bid Team in the messaging workshop, participants are actively supported in the sharing of new ideas. Interactive workshops constructed on proven principles of collaboration and sharing serve to spread new ideas and embed new, best practice most quickly.

And when the workshop is done, because everyone learned together, Bid Team colleagues are able to offer each other high levels of mutual support and encouragement because everyone has been on the same journey. This commonality of experience and learning reinforces best practice and carries it into all of your future bids.



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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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

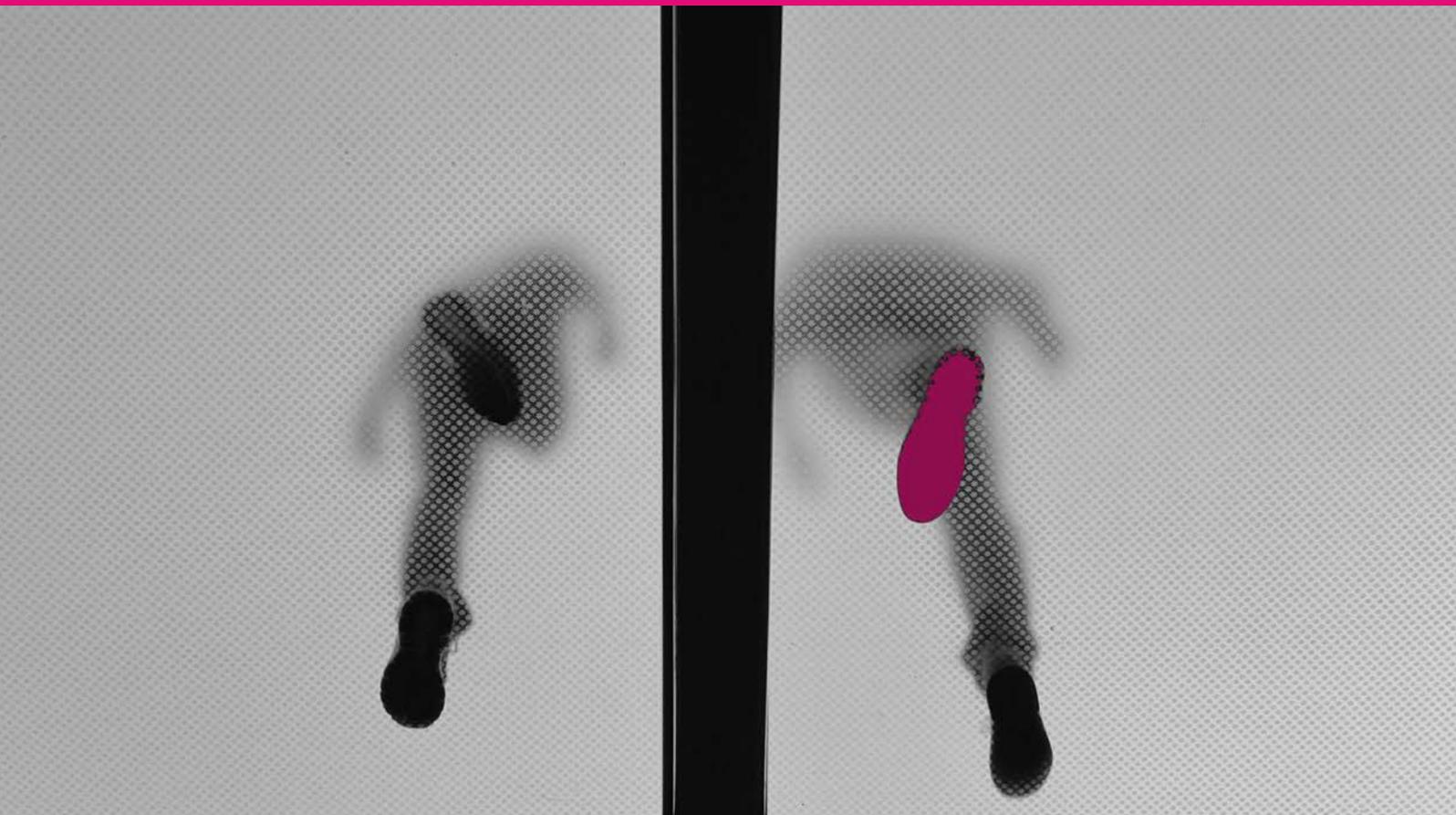
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What Next?

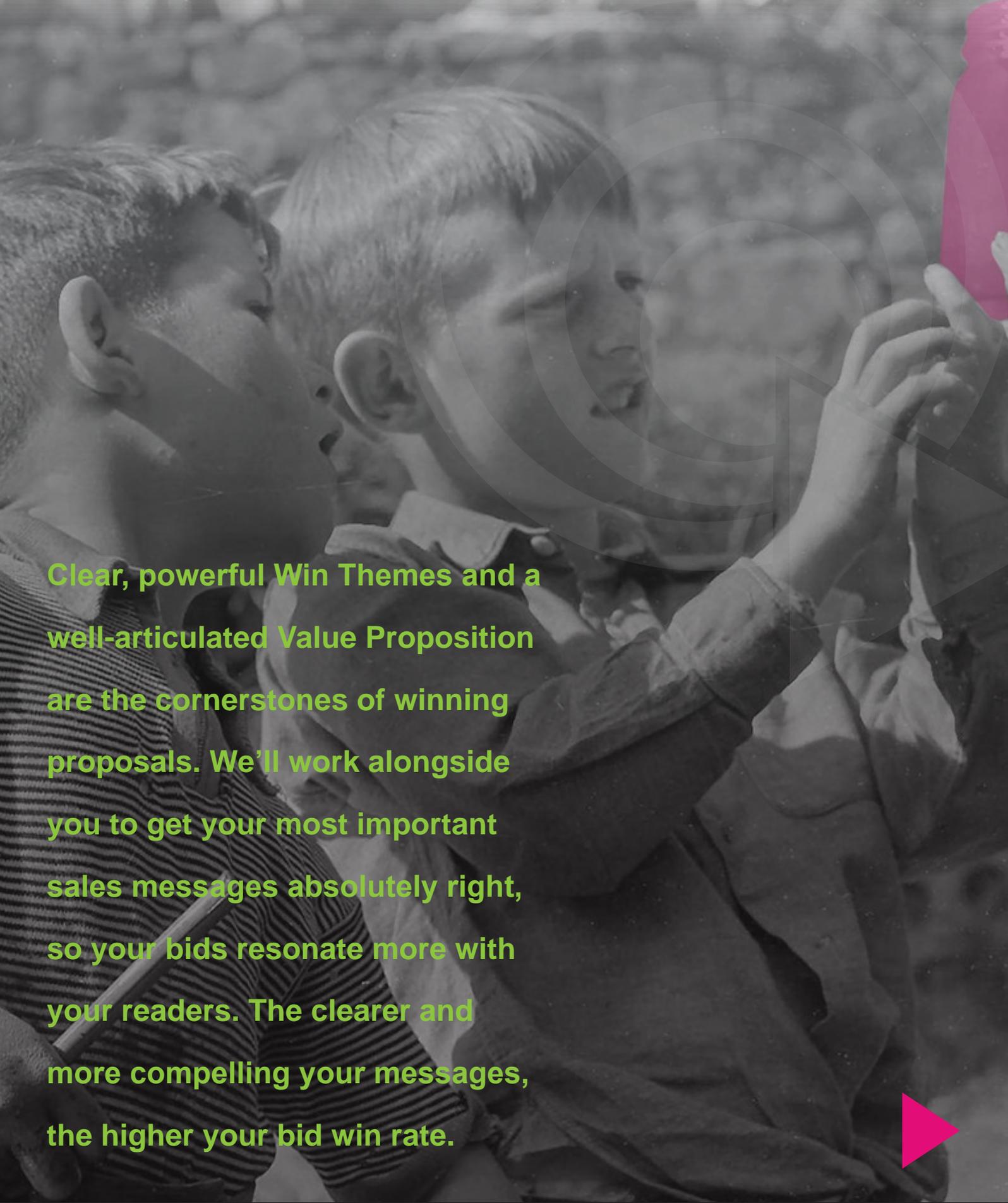
If win rates are too low it makes sense to have external experts cast their eye over your messaging.

Until we have had the chance to look at your recent proposals it is impossible for us to make firm recommendations on the exact type of support intervention likely to have the greatest beneficial impact for your Bid Team (be that training, coaching, workshop, or a balanced combination).

So if you want to get a sense of how good your messaging is and how it might be improved, the logical start point is for us to review at least one of your recent bids under the terms of a strict Non-Disclosure Agreement (NDA).



We'll need to take a look at at least one of your recent proposals to assess your current messaging. On the back of this assessment we will recommend the support interventions with the greatest beneficial impact for your Bid Team.



Clear, powerful Win Themes and a well-articulated Value Proposition are the cornerstones of winning proposals. We'll work alongside you to get your most important sales messages absolutely right, so your bids resonate more with your readers. The clearer and more compelling your messages, the higher your bid win rate.

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