



Helping you
**win
more**
and win more easily

Executive
brochure

Winning for over 35 years

Winning work is key to growing and retaining business. Bidding is at the heart of success.



How can we help you? By providing a full range of:



Winning proposal services

from capture to presentation, that help you win specific deals



Training services

to upskill your teams so they're fit to win



Professional certification services

to embed best practices throughout your organisation



Capability improvement services

to enable your organisation to win more



We've helped clients win over **\$50bn** with a capture rate of over **90%**



What makes Strategic Proposals the partner of choice for so many across multiple sectors?

High-calibre team

Genuine experts, each with many years of senior-level experience.

Great to work with

Constructive advice, highly responsive, quick to build trust.

Deep insights

Purchasing insights and thought-leading research.

Trusted leaders

Winners/finalists in 20 industry awards over the past seven years.

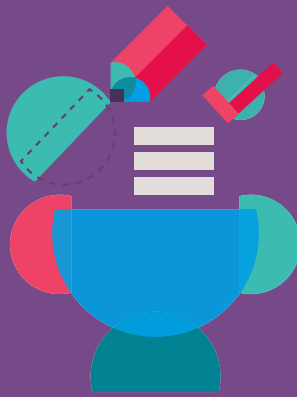
Competitive

Passionate about helping our clients to succeed.

Truly collaborative

Often working alongside internal bid specialists to deliver results.

Winning proposal services



The recipe for success

Take your sales lead, add a few subject matter experts, and sprinkle in a healthy dose of senior management support. Now add our experienced, world-beating experts: a capture manager to help position you to win; a proposal manager to help with your strategy; a writer to bring your story to life; a designer to make your documents stand out from the crowd. We'll do everything we can to help you win the deal – all at proposal speed.

Here are some of the areas where we deliver value:



Business development

Capture planning and management

Campaign design

Proactive proposals

Renewal proposals

Sales meeting preparation and collateral

Value reports for existing clients



Pre-proposal planning

Proposal strategy

Pre-proposal planning workshops

Win strategy workshops

Storyboarding

Engaging digital content and microsites



Proposal development

Bid and proposal management

Design and document management

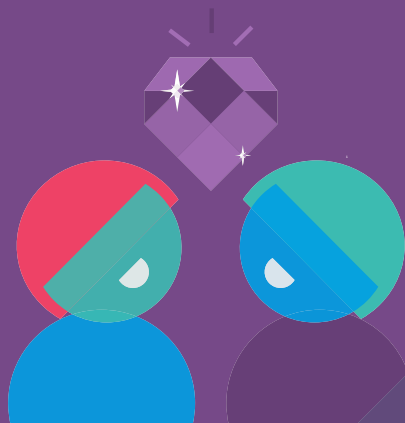
Writing, editing and expert reviews



Post-proposal

Bid presentation support

Clarification support



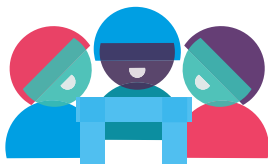
Train for success

Training is the heartbeat of continuous improvement and has been a core Strategic Proposal offering since we were founded over 35 years ago. Training is one of the quickest and most cost-effective ways to improve the impact and the effectiveness of your bidding processes.

Research has shown a direct correlation between proposal/bid capabilities and win rates.



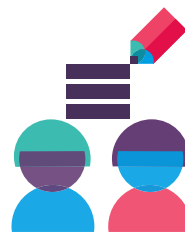
All those involved in proposal development must be trained in the necessary skills:



Senior managers



Sales leads, business developers, account and capture managers



Content contributors



Proposal/bid specialists



We're the only bid and proposal organisation to have been named as an Endorsed Training Provider by the Institute of Sales Professionals (ISP). It's a solid recognition of the value and importance that bids and proposals play in the overall sales process.

What else do you need to know?

We've trained over 20,000 people

All courses are tailored to your needs

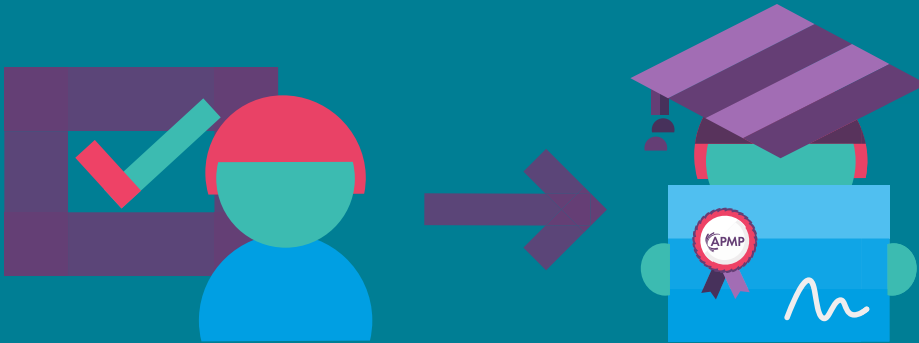
We use real examples and/or relatable scenarios

Our trainers hold APMP Professional certification

Face-to-face or online options available to suit

One-to-one coaching support and mentoring

Professional certification



The Association of Proposal Management Professionals

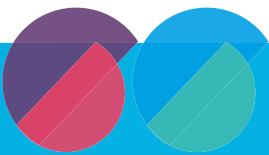
(APMP) offers the only industry-recognised certification programme for bid and proposal professionals. APMP certification demonstrates your commitment to your career and profession and helps you gain the respect and credibility of your peers.

Over 15 years as an APMP Accredited Training Organisation

Helped more than 2,500 candidates pass their exams

All levels of certification covered

Outstanding feedback with world-class Net Promoter Score



We chose Strategic Proposals due to their wealth of experience and evident expertise. They did what every company should do when preparing – listened to our requirements, demonstrated they understood them, and tailored the training material to meet our needs. The course content was exactly what we wanted. The use of real-life case studies was one of the highlights and made the training relatable to all attendees. The full team walked away from the course with valuable guidance on how to improve their sales proposals.”

- Head of Bids, Professional Services



Global reach

It's not only our people's talent, skills and expertise that makes us so sought after.

It's the unrivalled experience we bring, along with our positive and friendly approach.

Our highly experienced proposal managers, writers and designers have been carefully recruited to contribute a rich variety of thinking.

We actively share best practices to continually reach even higher standards.

Here are just a few of our 40-strong team:



 **Ceri Mescall** 



Ceri Mescall is the Managing Director at Strategic Proposals Canada. An APMP '40 Under 40' award winner and APMP Fellow, she uses her more than 15 years of proposal experience to share knowledge as a presenter, podcast guest, article author and contributor, trainer, and awards judge. Ceri holds all four APMP certifications plus the Executive Summaries and Bid & Proposal Writing micro-certifications.



 **Janneke Orriëns** 



Janneke Orriëns is Director and co-owner of Strategic Proposals Netherlands, and an APMP Fellow. Respected as a thought leader in the profession and passionate about championing proposal management best practice, Janneke has a track record of outstanding success across the full range of market sectors. She founded APMP Netherlands and served as its first Chief Executive.



 **BJ Lownie** 



BJ Lownie is the Founder of Strategic Proposals, which he established in the US in 1987. He's a Founding Member and Fellow of the Association of Proposal Management Professionals (APMP) and one of the first of its members to achieve Professional level certification. A recognised authority, he's an advocate for the profession and well known for being "passionate about proposals."



 **John R. Brennan** 

John R. Brennan is Managing Director at Strategic Proposals US, specialising in crafting winning proposals and building effective bid teams. With a leadership background in information technology and product management, his professional experience includes managing multiple complex projects and leading cross-functional teams to success in competitive environments.



 **Brent Baldwin** 

Brent Baldwin is Senior Proposal Consultant at Strategic Proposals US. He has built up an enviable depth of experience managing and writing proposals in a career stretching over 30 years.

Much of his expertise has been developed in the architecture, engineering, and construction sectors, where he's helped clients win large government contracts and projects.



Jon Williams



Jon Williams is Managing Director of Strategic Proposals, having set up the UK business in 2001. An inspiring speaker and writer, Jon is a Fellow of the Royal Society of Arts and was elected as the then youngest-ever APMP Fellow. In recognition of his "experience and influence as a sales guru and communicator", he was also made a Fellow of the Institute of Sales Professionals.



Lorraine Baird



Lorraine Baird is a Director at Strategic Proposals and a highly regarded bid and proposal specialist. She's spent over 15 years helping organisations to transform their proposal and pitching capabilities. She also has additional skills in training, recruitment, coaching and management. Lorraine has regularly helped clients double their win rate in the first year of working with them.



Graham Ablett



Graham Ablett is a Director at Strategic Proposals. A Fellow of APMP and the Institute of Sales Management, he holds the highest level of accreditation in the proposal industry. Widely acknowledged as a thought leader in the profession, Graham has worked in a variety of bid and proposal roles for over 25 years, spending more than half of this time working for Strategic Proposals.



Jon Beardmore



Jon Beardmore is an entrepreneurial and resourceful senior bid and proposal manager and an acknowledged expert in successfully leading complex projects. He's especially passionate about using his significant experience to mentor and coach inexperienced bid teams. Jon is highly skilled in fostering collaborative working environments, with a strong customer focus.



Susan Hanning



Susan Hanning is a senior writer at Strategic Proposals and holds APMP Professional accreditation. Her BSc degree in Psychology has provided the foundation for an intuitive and original approach to writing proposals and presentations, helping teams to conceptualise a winning story powerfully and memorably. Susan is also a well-respected trainer in proposal writing and presentation techniques.



Rachel Fisher



Rachel Fisher is a highly rated senior creative with over 20 years' experience delivering end-to-end production and managing various design projects. She's developed her expertise by specialising in proposals for the past eight years. Rachel is the first designer in Europe to become an Accredited Trainer for the graphics micro-certification, and volunteers as a mentor for the APMP Rapport Mentoring Scheme.



Improve capability

Success breeds success



Through our independent team of experts, we offer numerous ways to develop and enhance your current capabilities.

- Independent expert benchmarking of your current capabilities
- Improvement plans and return on investment modelling
- Proposal quality reviews
- Bid and proposal centre team design
- Proposal, capture and pitch process consultancy
- Proposal content library creation or development

Try our acclaimed free online tools



Acclaimed, industry-leading, organisational self-assessment tool

Used by over 1,000 organisations

45 minutes to complete

Detailed report and recommendations



Personal development self-assessment tool

Role-based competencies

45 minutes to complete online assessment

Ideas on how to improve your skills and confidence



Based on BSI's new code of practice

Free, online assessment versus the code

75 minutes to complete

Review to see if you're meeting the standard

And the winners are...

Leading audit company win



100% quality score on government framework contract win



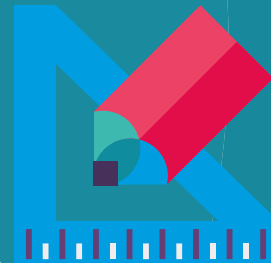
Global digital advertisement company

£1.1bn contract win across major London transport systems

Benchmarking for global bank

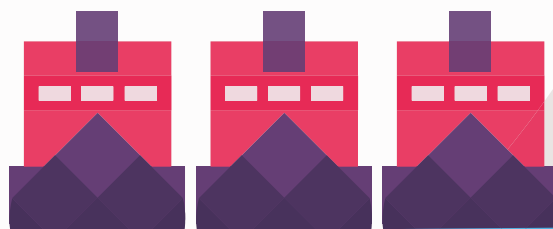


Identified 32 areas to improve win rate



Global professional engineering services firm

Win rate increase of 39% in 12 months



International shipbuilding company

Successful bid for three new Navy vessels

An award-winning team, with over 35 years' experience

Helped clients
win \$50bn
with a capture rate of over **90%**



Over **15** years
as an APMP Accredited
Training Organisation
Association of Proposal
Management Professionals

Over
35
years



serving
clients
globally



World-class
NPS rating for
our APMP training
Net Promoter Score

More than
40
highly experienced
professionals



Numerous
industry
awards



We've worked closely with Strategic Proposals over the past year as we've been working to improve our proposal processes and the quality of proposals that we're issuing. The Strategic Proposals team has great experience of working on major proposals but, more importantly, their ability to review our current practices and suggest improvements is excellent. They've also been great at advising and coaching the team and engaging with senior stakeholders."

- Global Head of RFP, Commercial Bank



**Strategic
Proposals**

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