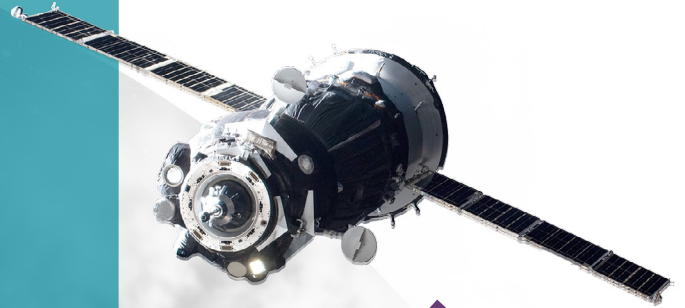


Giving
you the
competitive
edge



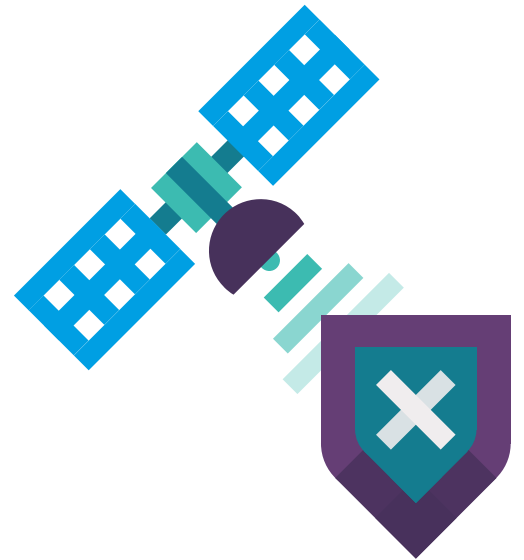
in
Aerospace
and Defence



Helping teams win for over 35 years

Thought-provoking proposals, supported by carefully executed capture plans and campaigns, are key to securing and retaining business.

While bids in this sector are often complex, with long lead times, we have tried-and-tested methods, tools and processes to win.



Here's what we bring:



We bring you an in-depth understanding of complex buyer processes and techniques.



We have exceptional experience in winning bids, proposals and pitches for our customers.



We're experts at collaborating and improving efficiency to lighten the load on complex bid and proposal projects.



Winning is in our team's DNA.

We're a close-knit team who are always ready to work with you – whatever the assignment requires.

We bring a team of security-cleared experts in campaigns, bids, proposals and presentations. 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.

We share best practices actively across our teams, continually pushing and helping one another to reach even higher standards.



**BPSS
security
cleared**

**SC cleared
team**

What we do:



Win
bids



Train
to win



APMP
certification



Capability
improvements

Key issues in your sector and how we can help

Challenge

Government contracts
and procurement
processes

The nuances and
complexities of additional
security and levels of
confidentiality

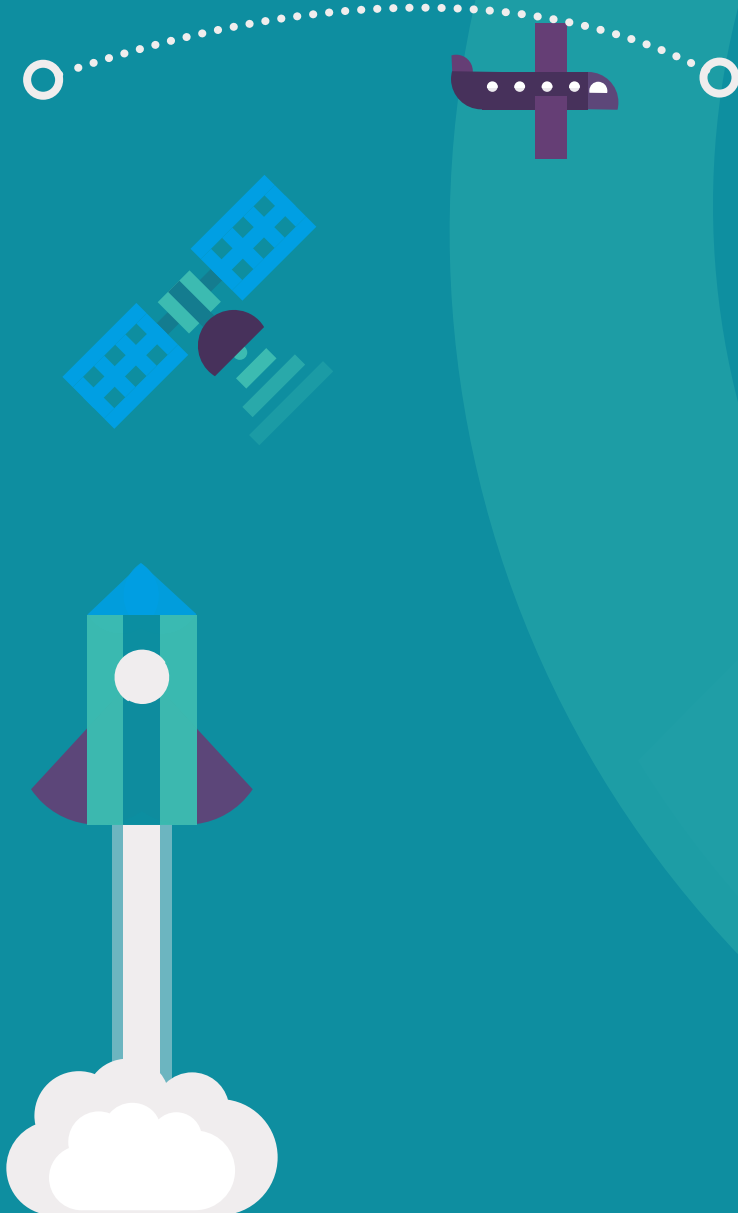
The importance of
collaboration, coordination
and stakeholder engagement

Making complex technical
solutions clear and precise

Building trust, and
demonstrating experience

Pricing and cost
competitiveness

Adopting AI



Solution

Bid and campaign strategy and positioning:

We'll help you develop a strategic approach to government contracts and procurement processes. This includes understanding the unique requirements of government clients, highlighting relevant experience and capabilities, and positioning you effectively to win.

Secure proposal handling and data protection measures:

We'll help you implement strong security measures to handle proposals and protect sensitive data. This includes secure document storage, confidentiality protocols, and adherence to industry-specific security standards.

Winning work services:

We can provide support throughout the capture, bid and proposal process to ensure effective collaboration, co-ordination and engagement between different teams and stakeholders. Your process will, as a result, be streamlined and informed by the expertise of different stakeholders – seeing you produce cohesive and comprehensive proposals.

Simplified and persuasive communication:

We'll help you simplify complex technical concepts into concise, easy-to-understand language that resonates with clients and clearly conveys the benefits of your solutions, whilst making them stand out from your competition.

Case studies and client testimonials:

We'll help you showcase your past successes and client testimonials through well-crafted case studies. This builds trust and credibility with potential clients, establishing confidence in your capabilities.

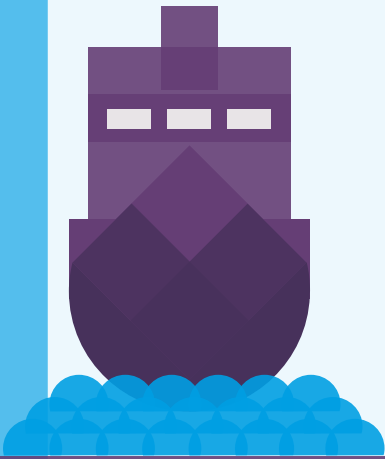
Competitive and clear pricing strategies, value propositions and value engineering:

We'll help you develop competitive, value-for-money pricing strategies that align with client budgets and requirements, while maintaining profitability.

Changing ways of working:

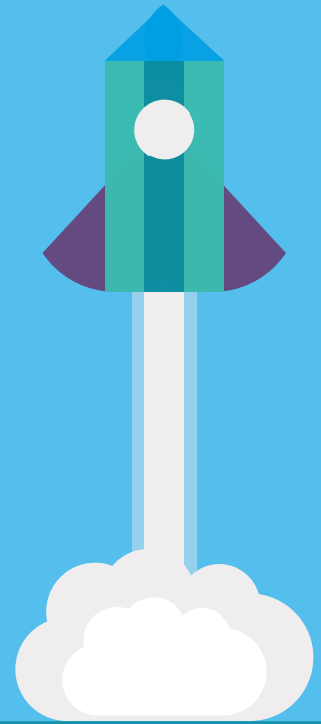
Understanding the right use cases and tools to adopt and how to refresh your ways of working to safely benefit from using AI.

Success stories



Helped a global defence company to win

£1.6bn
navy shipbuilding
contract



Supported a global defence company to win

£800m of additional revenue

Provided training to a global defence company which contributed to a staggering

2,600% ROI



Ran an ongoing **bid and campaign training and APMP certification programme** for a global defence and aerospace company

"You and your team have been key in our success. Thanks for all your work, enthusiasm, courage, dedication."

"Your support has been key to allow us to present a competitive proposal."

"Strategic Proposals helped us to develop a solid proposal that contributed to the success of the bid. At all times you tried to come up with fresh ideas aimed at improving the bid in a complex scenario involving different companies with different cultures. Your consultant was involved at all times with a high level of commitment, establishing a strong personal and professional bond with our team."

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

Helped clients **win billions** 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

Working across all major industries including both the public and private sectors



More than **40** highly experienced professionals



Proven processes and tools



Strategic Proposals

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