



Strategic
Proposals



Capture Accelerator

You've identified an important opportunity. You've time to get ready, but it's complicated. Lots of stakeholders. A potentially complex solution. And tough competition. Plus, there's still the day job to contend with. What do you do?

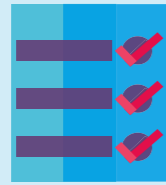
The Strategic Proposals Capture Accelerator (SPCA) will help you quickly get laser-focused on positioning yourself to win your opportunity. It uses our proven methodology to fast track your capture and campaign process before your customer goes to market.

Our collaborative and engaging approach consists of four main stages: define, discover, develop and deliver. Guiding you through these stages will be three members of our amazing team.



Maximise your chances of winning

1 Define



We'll ask you to share any relevant information about your customer, their stakeholders and the opportunity. We'll give you a full list of what we'd ideally like to have and you'll provide what you've got under NDA. You won't have everything, that's OK. We just need enough to get us started.

We'll deliver:

- A clear set of objectives and known gaps:** documented objectives for the opportunity and the key gaps in information that you'll need to fill.
- Documented understanding of the situation:** stakeholders, relationships, competitors, etc.

Pricing

Each SPCA project is priced at £9,000 plus any expenses and VAT. Note that the SPCA is currently on promotion and is discounted from the usual price of £13,750.

2 Discover



We'll analyse the information you provided us with and respond with our experience-based thoughts. We'll also provide the output from our analysis of your customer's stakeholders and share ideas to help develop your campaign's brand and tone of voice. We'll wrap this all in to an engaging workshop involving your core team members.

- Opportunity analysis:** our independent assessment of your current and projected chances of success.
- A unique bid brand identity:** a consistent look and feel and core messaging to use across the campaign.
- Customer stakeholder profiles:** the output of our analysis of your customer's key players, including their motivators and drivers.

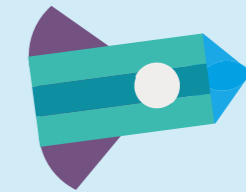
3 Develop



We'll create and present the initial versions of our deliverables, such as the capture plan, engagement plan, value proposition, win themes, etc. We'll present our branding ideas - designed to resonate with your customer and help you stand out from your competition. We'll gather your feedback and collect any additional information we need to finalise the deliverables.

- Tactics to win:** a set of recommended tactics that will increase your chances of success.
- Initial engagement plan:** our recommendations for engaging with your customer's stakeholders.
- Capture plan:** the prioritised actions and estimated time and effort needed to put you in a winning position.
- Visual branding:** logo, strapline, colour palette and image library.
- Branded PPTx template:** simple-to-use template for your team to use throughout the campaign.
- Value proposition:** a compelling value proposition that highlights the unique, and where possible, quantifiable benefits of your service.

4 Deliver



We'll deliver the final versions of the deliverables and conduct a workshop with you and your team to launch the campaign to win the opportunity. We'll explain how to use the deliverables effectively, how to execute the engagement plan, how to monitor and adjust the capture tactics, and we'll also answer any questions you may have before you deliver on your campaign.

- Campaign script:** for internal stakeholders to a) understand your value proposition and b) tell the same story to the customer.
- Initial executive summary:** a first draft that pulls together the story so far, which you can develop during your campaign and bid.
- Social media posts (or similar):** two engaging pieces of social media or internal communications that promote the campaign, your capabilities and encourage interaction.
- Graphics:** win theme visualisation and a value proposition graphic.
- Transformation map:** a visual representation of the journey from the customer's current state to the desired outcome.

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

Working across
all major
industry sectors
both public and
private



More than



40 highly experienced
professionals

Proven processes
and tools



I've worked with SP on several major deals now. They bring a fresh and creative approach to how we present our solutions that has helped secure several opportunities. This included retaining one of our biggest accounts in the UK – where we worked collaboratively, taking advantage of the full range of SP to create compelling collateral that we used to secure the business."

Sales lead, international IT company



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