



Strategic
Proposals



Pitch Accelerator

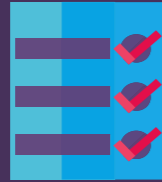
Congratulations! You've just been told that you've been invited to present to your customer. This is a real opportunity to take another step closer to winning. But, the pressure is on. You need to find time to mobilise the team. You need to plan, prepare and execute a winning presentation. You need to delight your customer, whilst keeping your business-as-usual running. What do you do?

The Strategic Proposals Pitch Accelerator (SPPA) is here to help. Our dynamic and interactive approach is designed to guide you to success via four pivotal stages: discover, develop, deliver, rehearse. You'll be supported by three of our exceptional team who'll bring their presenting techniques, storytelling, design flair and scripting excellence. Working in close collaboration with you, we'll streamline your pitch process and ensure you're fully prepared to deliver an amazing pitch to your customer.



Maximise your chances of winning

1 Discover



To kick things off, we'll ask you to share any relevant information about the customer and the opportunity. This will include things like copies of any recent submissions to that customer, or similar pitch materials. We'll also ask for any specific instructions about the pitch itself: timings, format, structure, attendees, etc. We'll give you a full list then you provide what you have under NDA. You won't have everything, that's OK. We just need enough to get us started.

We'll deliver:

- Pitch delivery plan:** our views on the structure of your pitch and what you need to say.
- Visual identity:** capturing enough from you so we can develop a unique look and feel for your pitch materials.
- Stakeholder personas:** a summary of your customer's team, their needs and personalities, so the pitch is tailor-made for the audience.
- Key script elements:** a first draft of the key elements such as the opening and closing sections.
- Format recommendation:** our views on the best formats and materials for you to use.

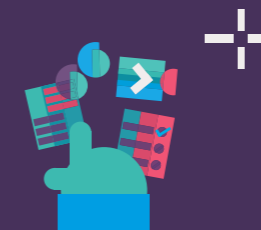
2 Develop



We'll facilitate a workshop where we'll present our ideas on format, structure, look and feel. We'll work with your team to build out the structure, story and flow. To create momentum, we'll capture the key elements of your story and other inputs required to enable our team to quickly develop the draft scripts and materials for your pitch. We'll share the content as we develop it, so your presenters can provide input as we create the first draft.

- An engaging, facilitated workshop:** delivered by our pitch, design and scripting experts.
- Clear structure and story:** getting consensus on structure, timings, and the winning story.
- Question response plan:** capturing and suggesting responses to potential challenging customer questions.
- Draft scripts and materials:** a set of initial scripts and supporting materials created promptly by our team after the first workshop.

3 Deliver



We'll share the output of step 2 in a second workshop. We'll walk you through what we've developed and suggest what's required to convert our deliverables into a polished draft. This will involve taking your feedback and also agreeing the actions we need your team to do to create the next iteration of the pitch. We'll also identify if any of your presenters require one-to-one coaching.

- Polished pitch materials:** a set of branded, editable assets that your team can use to finalise the content they want to share at the pitch.
- Killer graphics:** solution summary, win theme visualisation and/or a value proposition graphic to use in the introduction to your pitch.
- Pitch script:** sharing the scripts we've drafted plus comments from us on what else is needed.
- Individual support:** provide any one-to-one coaching or support for your team.
- A clear set of prioritised actions:** what's required to finalise and then deliver a winning pitch.

4 Rehearse



Our pitch consultants will then sit in on a rehearsal of your pitch. They'll offer expert guidance, advice, and provide any further coaching that's needed. We'll employ charisma techniques to ensure your presenters captivate and engage your customer's stakeholders. Expect suggestions on style, delivery, scripts and any of the materials that have been developed to date.

- Expert guidance:** for your presenters to help them to get their story across in the most compelling way.
- Script enhancement:** providing feedback and suggestions to hone the scripts being presented, during and immediately after the rehearsal.
- Content development:** spotting ideas to improve the materials being used at the pitch.

Pricing

Each Pitch Accelerator is priced at £9,000 based on the equivalent of a 60-90 minute presentation using slides and/or handouts, plus any expenses incurred and VAT. Note that the SPPA is currently on promotion and is discounted from the usual price of £13,750.

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

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

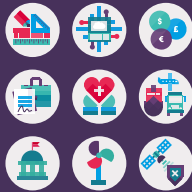


Over **15** years
as an APMP Accredited
Training Organisation
Association of Proposal
Management Professionals

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



We engaged SP to overhaul our approach to pitching after negative feedback. We went back and pitched again. The client told us it would be wrong to say we'd made a big step forward - it was a quantum leap!"

Managing Director, Healthcare

You made a huge impact in a very, very short space of time. What you did was exceptional."

Head of Major Bids, Utilities



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