



- How good are your proposals. How good are they *really*?
- Looking to improve your win rate?
- Is proposal development a struggle?
- Is your cost of bidding too high?
- After fresh ideas for sharpening your approach?



There are many reasons for a sales organisation to initiate a proposal benchmark – but one common thread: wanting to be ahead of the competition. Written proposals are key to winning good business and so it's critical that they're developed efficiently and effectively. By comparing your approach to best practice, we can quickly identify ways that you could win more and win more easily.

Depending on your needs, we'll cover one or more of the following areas:

1 Proposal Quality Assessment

A constructively critical assessment of your proposal output – looking at a representative sample of documents you've submitted recently. What works well, and how could they have been improved?

2 Proposal Capability Assessment

A review of your end-to-end proposal capabilities via structured interviews with key stakeholders. Are you following a robust, best practice process?

How well do you engage the right people on each proposal, and do they have the necessary skills? Do you have the right resources to help: tools, templates, pre-written content?

3 Client Proposal Audit

Clear client feedback on how your proposals rank in your market – on a one-off basis as part of an initial benchmark, and through an on-going client proposal audit process.



PROPOSAL HEALTHCHECK

Give us one recent proposal to review. We'll score it and present high-level findings. You'll walk away with a stake in the ground, to help determine next steps.

Making an impact

Any successful team measures its performance. Yet this is not a theoretical exercise: the value of benchmarking comes from working out how you can improve. As countless clients can attest, the benchmarking project is the start of a journey to delivering real improvements to capabilities, output and win rates.

Our 'stake in the ground' analysis shows you where you are today. It shows what you do well, and gaps in capability. From this, we will make a clear set of recommendations, with the option of developing a more detailed improvement plan and business case. We'll present findings at senior levels to gain sponsorship for any changes. And, of course, we can then help you to bridge any gaps through a myriad of highly focused proposal capability improvement services.

In our experience, benchmarking projects are typically initiated by one of the following:

- CEO or COO
- VP Sales / Sales Director
- Head of Sales Operations / Sales Support
- Head of Bid / Proposal Management



A genuinely expert view

Our style throughout is highly practical. Each benchmarking exercise is led by one of our senior staff - who are recognised as leading lights in the proposal profession. All have held posts as heads of bid / proposal management. All hold APMP's Professional certification (the highest level). All work and present around the world.

You'll also feel the benefit of our buyer-side experience: Strategic Proposals started life in the UK as a practice within a leading procurement consultancy. We draw on our regular research with bidding and buying teams worldwide, as well as our own live deal work (with a capture rate in 2014 of 87%), to make sure we understand current best practice.

And we'll share how your benchmarking scores rank against many hundreds of other organisations. All of the data in our model comes from exercises conducted by our consultants (not from bid managers self-assessing their own work).



A focus on proposals

Let's be clear: this is about *your proposals*. We recognise that people buy from people they know, like and trust. And countless other factors are at play in a bid. We're not looking at your overall sales process, or your negotiation approach: there are hugely experienced sales consultancies who can help with that – and we can recommend the best to you.

But by articulating your story more powerfully in your written document, and bringing it to life brilliantly when you pitch, you can gain significant competitive advantage. And that's why doing it well matters so very much, and why it needs real, specialist focus.



We found Strategic Proposals to be subject matter experts of significant value to our business and engaged them with our European sales leaders with a high degree of confidence. Their highly informative benchmark provided valuable insights into the current quality of our proposals and a clear set of recommendations as to how we could improve them systematically and swiftly. Implementing their findings, we have increased our close rates substantially.

Sales Director, IT Software

