

Creating compelling presentations

Our pitch and bid presentation services



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Our services: an introduction

As you know, the pitch is a 'make or break' stage in the bidding process. Typically, the buyers already know your proposition from your proposal, so the pitch is about testing it in the revealing light of a face-to-face interaction. Crucially, it's also about picking up invaluable signals of who you are as an organisation and as individuals.

Our experience and research indicates that the bar is getting higher for bidders. Evaluators – be they procurement or business stakeholders – are more sophisticated in their evaluation and expect more. Bidders are investing in programmes aimed at transforming their capability; they're also (slowly) moving away from 'death by PowerPoint' approaches and are looking at how to use technology in creative ways. Some are significantly increasing their success rates but others are continuing to make the same mistakes – despite the sharper slides, the impressive apps, the slick 'placemat' documents and the meticulously rehearsed words.

This document gives you an overview of our simple, but uniquely comprehensive methodology that brings together the best current knowledge from disciplines ranging from neuropsychology and buyer behaviour to storytelling and (even) film and documentary making – as it applies to pitching.

We're really looking forward to exploring best practice and innovation with you and talking about your priorities.

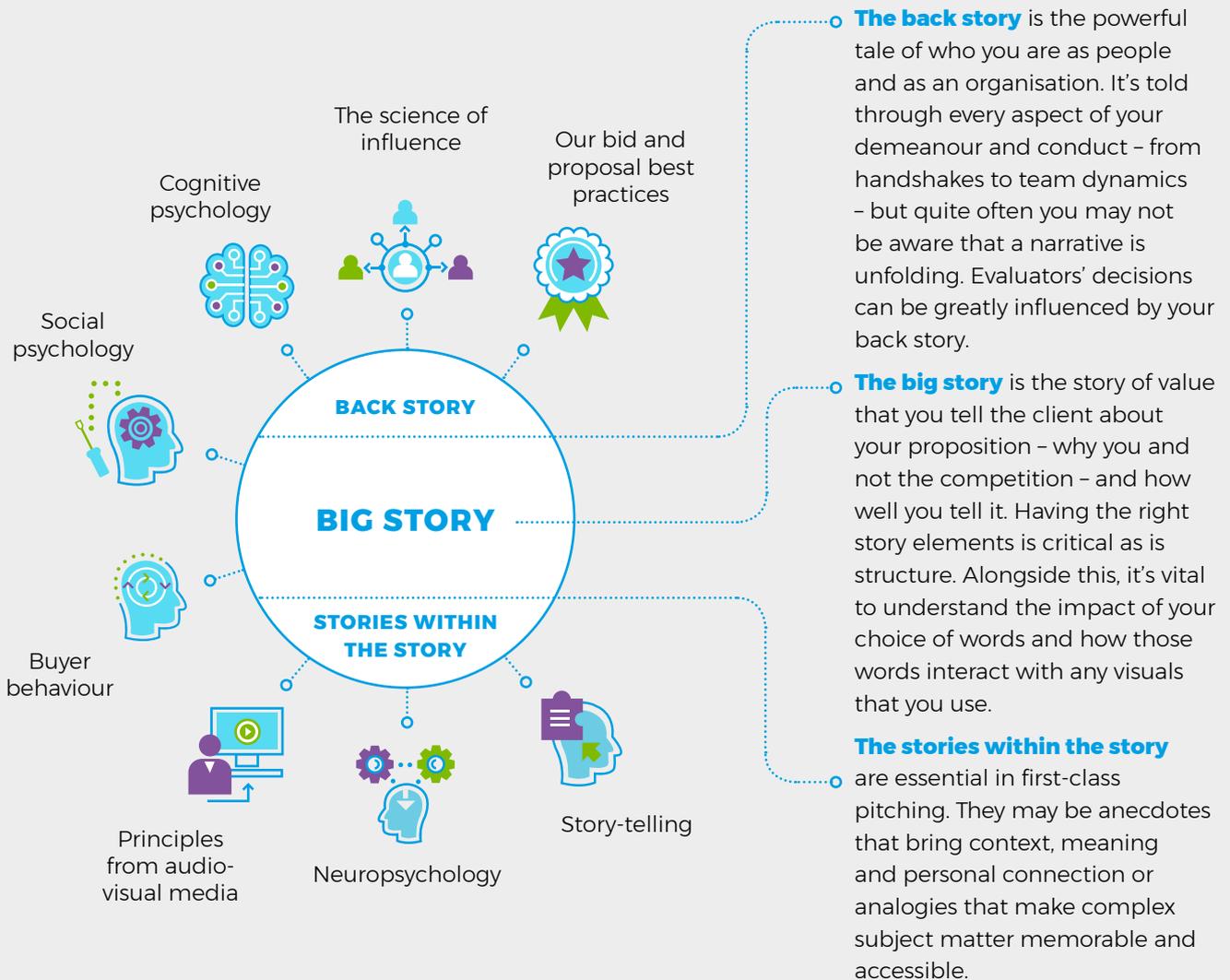
If you want to know more then contact us at:

info@strategicproposals.com

0800 009 6800

Telling three kinds of story

...our approach to delivering compelling pitches



Our services

The following menu of services can be tailored for each situation and be taken in any combination. We agree the scope and fees for each engagement to ensure you get what you need, when you need it.

PITCH TRAINING



1:1 coaching
Half-day workshops
Full-day training sessions

**£4,950 FOR A FULL DAY
TRAINING SESSION**

PITCH DEVELOPMENT (for specific opportunities)



Storytelling workshop
Script development
(writing and reviewing)
1:1 coaching
Rehearsal review and
critique
Pitch process co-ordination

**TYPICALLY £2,250 TO £3,875
PER PITCH**

PITCH MATERIALS



Slide design and
formatting
Visualisation of story
Pre- and post-pitch
documents
Handouts / leave behinds
Posters
Video, CGI and animations

£95 PER HOUR

Some of the team

Here's just a selection of our 20-strong UK team of proposal and pitch experts...



Graham Ablett

CPP APMP

Director

Strategy and storytelling

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Value creation and visualisation

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Client-side review and critique

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Management and co-ordination



Susan Hanning

CPP APMP

Head of Proposals, Scotland

Pitch expert

.....

Strategy and storytelling

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Script writing and editing

.....

Coaching and training



Andrew Walker

CF APMP

Design and production manager

Design

.....

Visualisation

.....

Animation

.....

Production co-ordination

Why Strategic Proposals?



Capture rate of **89%**



Proven processes and tools



understanding of buyers

Passionate
about winning



Numerous industry awards

APMP's professional certification



WON
in the last five years

100% scores for quality
in many evaluation processes



supporting clients in the UK



Seasoned professionals



Who is buying our services...

Global outsourcing company

IT services company

Major UK insurer

NHS

Professional services company

Car leasing company

Global insurance company

Global engineering company

Major UK financial services company

“
We engaged Strategic Proposals to overhaul our approach to pitching after negative feedback from PHE (Public Health England). We then went back in and pitched to them again. PHE told us that it would be wrong to say that we'd made a big step forward - it was a quantum leap!
”

MANAGING DIRECTOR
NHS Commissioning Support Unit



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