

Alexander Venture Consulting



The Fast-Track to Winning Any Contract

The Tender Revolution has Arrived

Our Smarter Bidding Service changes the rules for success in winning contracts and tenders.

Delivering Results

- Increased win rates.
- Breaking into new markets.
- Ousting entrenched competitors.

Open Access

- On-site working with your team.
- Off-site work as part of your virtual team.
- On demand access for advice and discussion.

Value

- Maximising your profits in new contracts by improving non-price measures in proposals.
- No ties and no minimum service levels, just business winning support when you need it.
- Sharing ideas to improve all future efforts.

Why Look at Your Bidding Process?

When you create new business proposals you are focusing on the long-term growth and success of your business. Achieving this success requires a structured approach to planning, implementing and managing the proposal process.

We work with all types and sizes of organisation. However the one thing they have in common is the strong desire to succeed.

The Challenge

Your organisation may be well known, the most cost effective, the most capable or have the greatest financial muscle, but so what?

The key to winning proposals is that they are about the customer, not your business. This brings the task into focus, the need to:

- Explain how you will meet potential clients' requirements.
- Deal with an array of client demands.
- Contend with page or word limits.
- Deal with uncertainty.
- Respond within tight timescales.
- Show how your approach is different and better than your competitors.

So how do you ensure that your proposal wins? You ensure it is the last proposal left standing – the one the potential client just can't say no to. That is what Alexander Venture Consulting delivers.

To win more contracts & more profitable contracts call us now on 01233714063



Services That Maximise Your Win Rates

If your organisation is interested in winning more business our services can help you. All of our services focus on a single goal – getting results for you. What makes our service stand out is that it is hands-on, practical and works in every market. That's easy to say, of course, but it's backed up by clients' successful results.

Of course we are not experts in every market, that's impossible, but you, our clients, are expert in your market and what we bring is the advantage of a single minded focus on winning. We appreciate that your business is special, and that your market is different to others, but helping clients like you win business is something we live and breathe every day. Why not benefit from that experience?

If the most popular service options shown here suit your needs, that's great, but if not – just talk to us today. We will listen to what you want to achieve and give an open and honest assessment of whether we can deliver what you require.

Our services are driven by listening to you.



Review & Analysis

- Assessing your proposals and reporting on improvements to boost win rates.
- Looking at in-house proposal systems to spot any barriers to success.
- Time critical reviews of tender feedback from public sector bids.

Tender Proposal Writing

- Working with your team to overcome tight deadlines.
- Writing customised proposals and high impact presentations on your behalf.
- Researching to identify hidden client hot buttons to give your proposal the edge.

Tender Management

- Developing contract winning systems that suit your business.
- Acting as the link for dispersed or virtual bid teams.
- Targeting actions before the tender process starts, pre-submission and post submission activities.

Coaching

- Polishing proposal structuring and persuasive writing skills.
- Being your trusted sounding board for discussing business development ideas.
- Helping your team deliver presentations with style and substance and practising the all important question & answer aspect.

Other Services

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Whatever you want is probably just a phone call away.

Talk to us about the service that will suit you best on 01233714063

Is Our Service Right For You?

Our business winning service is used by organisations like yours to support their very particular aims. These case studies give a flavour of the goals we support:

Equity Backed – Buy & Build Strategy

This Health Services sector investor was unhappy with the success rate of their portfolio companies' proposals, which languished at around 60%. We worked with the in-house proposal team analysing the system, reporting with recommended changes, and then collaborating on several bids. As a result, the win rate went up and their new proposal system consolidated the gains.

Big-Pharma

This organisation sought to create a virtual 'new markets' team to identify and break into new sectors in the UK. Our input included:

- Opportunity identification
- Proposal writing systems
- Analysis of structural resources required to ensure success

Multi-Sector Recruitment Group

This group, with prior national recognition as a fast-track business had hit the business winning buffers. Working closely with their management team we identified the barriers, changed the focus of proposals, and set up a systematic approach to creating bids. This returned them to their fast-track ways.

The Sisters - Taking on Goliath

The Nuns wished to win a public sector contract for community services against large and aggressive competitors. We worked with them from the qualification stage, helped create the proposal content and assisted with the final presentation. Goliath never knew what hit him.

Financial Services – Public Sector Focus

In this specialised sector tenders were a new discipline and price was essentially meaningless. This company's bids were being rejected out of hand. Our input introduced research efforts, proposal planning and writing skills, and improved production standards with the result that contract wins are now flowing in.

Franchise Group

A national franchisor wanted their franchisees supported to win more business. The result was a string of successes including the most profitable contract the CEO had ever seen.

See more results at www.a-v-c.co.uk

What Now?

The enemy of your efforts to win more contracts is time. The key to boosting your win rate of your proposals is getting ahead of the next deadline, so come and join the Revolution. We can start working with you now to prepare the blueprint for future successes.

READY Make Contact Now - Call Us on 01233 714063

A/M Discuss your goals and plan the input required.

> FIRE IT UP Get more results from your proposals



Call us: 01233 714063 Email us: information@a-v-c.co.uk Look us up: www.a-v-c.co.uk

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Twyford House, Charing Hill Charing, Kent TN27 OLX