

Win more, win more easily!

*Transform your
sales proposals*

The inside track to understanding the buyer

As the world's leading specialist purchasing consultancy, PMMS is uniquely positioned to help sales organisations understand how to influence and impress their customers. For almost 30 years, we have been helping to develop procurement centres, upskill purchasing professionals and run major sourcing projects around the world.

In 2001, we launched our Strategic Proposals practice, working with sales teams. We took our knowledge of how buyers evaluate bidders and mixed in best practice proposal management and bidding processes.

Our goal:

to help you to produce world-class, winning proposals that are consistently aligned to your customers' real needs and that differentiate you from your competitors.

The result:

a truly innovative approach to proposal development that has helped numerous organisations to substantially improve their win rates.

"PMMS bring fresh thinking, with original techniques drawn from their purchasing experience, and present innovative methods in a dynamic and entertaining way. They have really helped us to strengthen our proposals and improve our win rates. We've worked with several proposal consultancies over the years and PMMS is consistently the best."

Service Sales Director, Technology



Sharpen your sales proposals

Are your win rates high enough? The written proposal is a key element of a successful sales campaign and it is therefore critical that you submit truly first-class documents for each opportunity you pursue.

Whether you need to transform your proposal development capabilities from run-of-the-mill to world-class or to enable already high-performing bid teams to polish their act, PMMS can help.

Our highly-acclaimed Strategic Proposals practice has an unparalleled track record in helping organisations worldwide to significantly improve the quality of their proposals and hence to improve their win rates and reduce their cost of sale.

"Our business partnership with PMMS is definitely greater than the sum of its parts. Coupling your best practice strategies for process, skills and content improvement with our leading proposal automation technology provides an absolute win-win-win for the customer – PMMS and Pragmatech."

Dave Blume, Managing Director, Europe, Pragmatech Software Inc

Proposals: how do you fare?

Are your proposals always better than those of your competitors? Are you confident of success in the 'must win' deals in your pipeline? Are you cutting through the noise level and ensuring that your message is heard? Are you proud of the way in which your sales proposals represent your capabilities to the outside world?

Is proposal generation a catalyst for high-quality teamwork and outstanding creativity? Is your bid process extremely efficient and understood by everyone involved or is developing proposals a struggle, characterised by late-night working, fraught nerves and last-minute panics? When did you last stand back and look at the way proposals are produced, rather than accepting "that's the way they've always been done"?

Let's talk about how PMMS can help.



Proposal benchmarking

To identify how you could improve the effectiveness and efficiency of your proposal capabilities, we offer a range of benchmarking services. These compare your current approach to best practice and to peer group scores from over 100 organisations worldwide.

We analyse both the quality of your organisation's written proposals and the way in which you manage proposal development – via a focused evaluation of a number of recently submitted proposals and interviews with key stakeholders.

This provides you with a clear 'stake in the ground' showing where you are today and determining gaps in capability. This allows us to work together to develop a clear, prioritised improvement plan – identifying your options to sharpen your proposal approach and to determine the expected return on investment.

Our style throughout is highly practical, drawing on our experience of successful proposal development and of purchasing techniques to identify ways to increase your win rates, improve your efficiency and minimise your risk.

"Very inspirational – easy to apply."

Head of Proposals, Telecoms

Skills development

In order to succeed, all those involved in proposal development need to have the necessary skills. We are passionate about injecting energy and fresh thinking to the proposal process.

We offer a range of highly-acclaimed training courses for salespeople, content contributors and bid/proposal professionals. Also, to transfer skills on an on-going basis, we provide coaching and mentoring support for key bid/proposal staff.

"PMMS developed a strategic proposal management training course for proposal managers from two world-wide business units. The training was tailored to our specific requirements and our unique market position. It was well received by both the delegates and senior management that attended the sessions. The training was both practical and informative and everyone came away feeling that they could apply what they had learned in their day-to-day job. Having a training course delivered by someone who understands the challenges that we face on a daily basis and hearing about their experiences ensured that the course was well paced. The best practice advice was realistic and not just acquired from the latest management handbook."

Edel Barnard, Proposal Senior Consultant, SITA



Proposal support

In addition to our benchmarking and training services, our consultants bring wide-ranging experience to developing your bid and proposal capabilities. Services include:

- Hands-on support from leading proposal experts, working on your major bids to help to develop a winning proposal
- Client audits: using our purchasing background to get to the heart of what customers honestly think of your proposals
- Designing and building high-quality proposal centres
- Interim management: our highly experienced staff are available to fill senior roles in your proposal centre
- Pre-written content development: building libraries of material to support a fast, responsive proposal process and embedding the processes to keep this material up-to-date
- Developing and rehearsing high-impact bid presentations

"I wish I could take PMMS's prescription for proposals to the pharmacist and get it 'made up' into a pill I could take."

Proposal Manager, Belgium

Global reach

We operate successfully world-wide with great success. Recent client work has taken us from Boston to Bangalore, from Stockholm to Shanghai to Sydney!

"PMMS has injected life into the proposal market in Australia. They have brought new ideas and a fresh approach, always presented in a highly engaging and professional way."

MD, Software Services Company, Sydney

In the US, PMMS delivers strategic proposal services in partnership with our local partner P3 Consulting Group. As well as giving North American clients access to highly experienced local consultants, our combined P3 and PMMS teams bring a genuinely international perspective and enable us to support global proposal initiatives effectively.

"The PMMS team truly understand proposals and their passion is obvious. They provided valuable insights as we developed our proposal improvement plan."

Program Director, Computer Manufacturer

"The ideas and concepts were easy to apply and we saw immediate results. Our win rates have gone way up."

Director of Proposal Operations, Investment Banking

"P3's expertise and guidance proved invaluable in our getting a large effort, that was not going well, back on track and ultimately helping us to win the deal."

VP of Marketing & Sales, Commercial Bank

Delivering sustainable results

"We engaged the PMMS team to help us to bring about a radical change in quality of the proposals that we submit to our most important international customers. They've worked closely with us to inject fresh thinking and best practices.

Their initial benchmark gave us an objective feedback on our current quality of proposals and processes. They created a clear implementation plan and programme to build a new and improved strategic proposal centre. The team have helped us to set up new processes, and have delivered excellent training and education on the way for our sales and proposal staff.

The quality of our proposals has improved very significantly as a result. I've enjoyed working with them and view them as trusted advisers."

Ben Elms, Vodafone Group Business Marketing

"PMMS really helped us get on the right track with our proposal operation. Their energetic, creative approach to proposal management made all the difference in gaining support inside our business. Thanks to the PMMS team, we have moved from cutting and pasting poor content from one proposal to the next to creating compelling, interesting proposals for our clients."

Head of RFP Communications, North America

"Having been manager of the Proposal Centres at two of the largest companies within the Netherlands, I've had the benefit of working with PMMS twice and of seeing the results they achieved! Their passion for proposal management really has made a huge difference in achieving great win rates."

Head of Proposal Management, Netherlands

"The importance of bid and proposal management in driving business performance and customer satisfaction is often under-estimated. PMMS provide not only an unmatched depth of expertise and understanding in this area, but also bring passion and commitment to how they assist in improving the quality of bid and proposal management in large corporations and promoting the cause and effects across the industry."

Strategy Manager, Multinational Corporation

"PMMS were recommended to Fujitsu Services at the start of a programme to improve the quality of our proposals and raise the capability of our business to win business. Combining their best practice with ours led to what we know as the Winning Propositions Masterclass that has been jointly delivered to over 600 people.

Not only has the feedback of the best practice and their training always been above 9 out of 10 but more importantly there has been a significant improvement in our win rates over two years. We continue to involve PMMS in our programme in areas of campaign management as well as bidding.

The language people use in the bid process has the PMMS DNA within it. A job well done and a great partner."

Dave Birch, Fujitsu Services Winning Business Programme



Winning business

Test your current approach

- **Is your current win rate high enough?**
Indeed, do you even know what it is?
- **Are you confident that your proposal is always the best of those that the customer will receive?**
There are no prizes for coming second in the bidding race – a silver medal as the best loser merely confirms that you invested more effort for less return than anyone else!
- **Do you have a clear rationale and strategy for pursuing each opportunity?**
*Are you ruthless in spotting the winners?
Do you even know what you're bidding for at the moment?*
- **Do your proposals superbly articulate a compelling story, each and every time?**
Are they a joy to read?
- **Can you draw on high-quality pre-written content, tailored to each opportunity?**
Are your proposal teams making it up as they go along?
- **Do you run Learning Reviews for your bids, win or lose?**
Many organisations run 'loss reviews' or 'post-mortems' when they fail – yet forget to look at how to replicate what went well on the deals that they won!

*A great proposal will put you in prime position to win the deal.
A poor proposal will lose you the business...*

Passion, flair, commitment and drive

To transform your proposal development capabilities from run-of-the-mill to world-class requires genuine vision, experience of applying best-in-class tools and proven change management skills. PMMS has an unparalleled track record of helping organisations around the world to significantly improve the quality of their proposals, radically increase their win rates and optimise their cost of sale.

Experience the difference!

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