

# 5 ESSENTIAL STEPS TO MAKE YOUR BID STAND OUT

Creating powerful, winning propositions and bid responses.

## JPC + YOU: A WINNING COMBINATION.

We're JPC, an award-winning strategic B2B marketing and creative communications agency with a single aim; to help you distill complex solutions, products and features into powerful, simple, winning propositions and bid responses.

Over the last 21 years we've helped our ambitious clients **win** some of the most sought after sales opportunities, bids and tenders in the world.

**20+**  
**YEARS**

**PROVEN TRACK  
RECORD IN WINNING  
BIDS & TENDERS**

**80%**

**AVERAGE WIN RATE**

**OVER  
£1.5B**

**IN CONTRACT  
VALUE WON**

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What sets JPC is apart is the level of personalisation they bring to a customer engagement. From helping to create and drive an effective contact strategy loaded with messages and techniques that will absolutely differentiate you from your competition, to helping define the sales strategy and messaging that cuts through the waffle and gets straight to the point. If you mix that with the powerful imagery and content steroids they inject into bid documentations, then you will have a bid elevated from the competition and most importantly geared to WIN.

**Bid Director, Global IT &  
Communications Services Company**

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# 5%

**AVERAGE ITT  
WIN RATE**

# 97%

**OF TENDERS  
ALREADY HAVE  
A PARTNER IN MIND**

# 1-5%

**WIN RATE FOR BIDDERS  
NOT INVOLVED IN  
REQUIREMENTS SHAPING**

You get one shot at articulating your capabilities and convincing a prospective client that they should choose you over some tough competition.

### **SO YOU'D BETTER GET IT RIGHT.**

But that's getting harder and harder to do - the odds are already against you with over **97%** of RFPs issued having a favourable contender already in mind, and with most bidders achieving an average RFP win rate of just **5%**.

- Markets are over-saturated and fiercely contested as clients fight to transform and remain competitive
- Cost and investment of bidding is on the increase as margins reduce
- Procurement is increasingly automated, making it harder to build a meaningful dialogue with your client
- And with more decision makers, each with competing and ever-evolving needs, sometimes it's almost impossible to get the right message to the right person at the right time.

So how do you make your bid stand out in a sea of bland tender responses and maximise that one and only chance to win?



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# MAKE IT DISRUPT

## CHALLENGE

There's an unspoken subtext in the bid process where the client wants you to go further. Whether they know it themselves or not, the RFP they provide can't cover every base. It can't account for the complexities of context, it can't guarantee the effect the client wants and it can't always provide the answer to the issue at hand. The responses that win are the ones that fill in those blanks themselves or that lead the client to something they never knew they wanted. But how do you deploy a disruptive strategy while remaining compliant?

## SOLUTION

Don't come to the bid table cold. The bids that win are informed by the engagement achieved long before the RFP is even issued, or the surprising challenges and ideas they reveal as you work through the stages of the process. Pre-engagement, provocation and conversation is invaluable. Of course you will look to build early relationships with key stakeholders, but you need to work out where you can go further to deliver a personal message to each and every one. Show the depth of your investment and 'go beyond' mindset, by helping them shape their tender from the outset. This is the partnership behaviour that sets you apart from competitors and creates new opportunities for you and your client. The key is to be as prepared as possible so when it comes to actually creating your response you're armed with everything you need to give the process a strategic eye and you are already ahead of the game in demonstrating the kind of positive disruption and innovation the client can expect when working with you. If a change to the original brief is needed, then be bold in addressing it. Flip the script your clients are used to and disrupt the traditional process - ask them the questions which will unlock the potential of the project.

## A WINNING STRATEGY IN PRACTICE

When the world's second largest caterer came to us for help winning an Olympic contract for London 2012, their message was simple: 'we have to win'. If they weren't at the Games, their reputation and credibility would've been badly damaged. So we went far beyond the brief to ensure they would be present. We developed a conceptual theme that was global and contemporary and brought it to life across an entire customer experience, emphasising every touch point, despite being over two years away from the event at the time. The global yet contemporary theme made for a winning bid, and secured widespread acclaim for our client.



When a high-profile Spanish Telco wanted to improve their LATAM operations, our client - one of the world's leading providers to the end-to-end mobile industry - saw the opportunity to go much further. We helped them develop a game-changing pre-RFP vision that would broaden their customer's perspective and help them unleash greater potential for innovation by opting for a global service, while giving them much needed transparency, increased quality and consistency across their estate. The customer listened and updated their RFP. We then helped our client create a strategic winning-bid response, that not only showed how they would address the needs of each territory, but also brought to life the expansive, long-term value they would add to their client's overall business.



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# MAKE IT HUMAN

## CHALLENGE

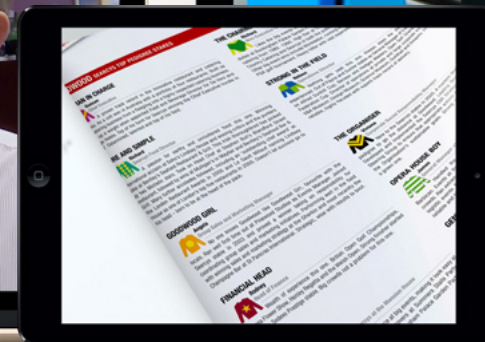
Most RFPs are, of course, highly constrained. This makes it difficult to be personable and easy to confine yourself to the factual 'exam question' answers. So, while there's no room for self-indulgent 'fluff', a bid is still a conversation with your client - and often a one-sided one at that - how do you bring to life what it will **feel** like to work with you and simply convey the **difference** you will make?

## SOLUTION

The language you use needs to be direct. It has to reflect your client's own voice to demonstrate it's **about them**, not you. Most of all, it has to be human. The way you interact with the client throughout your bid needs to serve as a constant reminder that you're offering a partnership with people, not just a business. Because while they want to understand your planned solution - they also want to be inspired by the reasons why.

## IN PRACTICE

Make it personal at every level. A friendly, empathetic and human video message from your senior stakeholder will help clients see the face behind your brand and demonstrate your commitment. Always go for a personal intro from everyone in the team rather than generic CVs. And get the thoughts of your clients' customers and employees. These are normally the people your client is most concerned with, so it's key to canvass their opinion and frame your responses accordingly, putting you on their side in addressing the people and outcomes that really matter.



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# MAKE IT SIMPLE

## CHALLENGE

When a client gets around to reviewing your bid, they'll likely have a few behind them and a whole lot more ahead of them. Don't give them a chance to discard your response because they couldn't wade through your offer. A clear structure and a simplified message on their own don't necessarily make a winning bid, but, to be considered, you can't afford to lose any of your points to complexity. How do you help your audience navigate your bid most effectively?

## SOLUTION

When addressing a time-poor audience, clarity through simplicity is key. It's tempting to cram it full of the whizzy features that you think are going to excite, but ask yourself, is any of that going to help your client understand the ultimate outcomes you can bring them and even more importantly their customers? Prioritise and use techniques which bring messages to life in clear and simple human

terms. Help your client visualise the individuals most affected by the project and how your proposal will help all those invested. Consider where you can break up detailed responses with powerful reminders of your win theme messages, or simply pull out quotes that sum up pages of detail into a simple 'how this helps you' paragraph.

## IN PRACTICE

We have developed a technique that deep dives into customer scenarios and has proven the perfect way to distill complex solutions into simple outcomes. Taking a walk in the shoes of your client's customers, employees or wider community makers enables you to communicate your message through their eyes and provide all the context that a personal perspective brings. Our simple customer journey tool does just that; proving to be one of the most powerful and compelling components of our bid responses in humanising and realising our clients' capabilities across multiple sectors.



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# MAKE IT SMART

## CHALLENGE

It goes without saying you need to answer the 'exam' questions set in the RFP - though some bids fail even at this hurdle - but you also need to be clever and critical in how you answer them. You've got a lot of stakeholders to appeal to and not much freedom, given the strict Q&A format. So how do you make it work for C-suite audiences, procurement and the on-the-ground client team? How do you ensure they each quickly find what they are looking for and secure their buy-in, without diluting your message and creating something too generic?

## SOLUTION

You have to distinguish the difference between an answer you're satisfied with and one that will satisfy the client. After all, if it's not answering their challenge, should it really be there? Examine your audience and its various groups and identify what the key decision makers will be looking for. Then you'll be more able to answer the 'unwritten' questions by knowing what everyone,

from the CEO to the procurement manager, will want to see. And once armed with this information, don't be afraid to use it - consider how you can flex your response to directly engage at an individual level.

## IN PRACTICE

We surgically profile each key audience member, cataloguing their professional profile and more subtle personal interests to get to know them on a deeper level. Then we role play and 'war-game' with our client. We'll take the role of their customer, using those impartial, outside-in perspectives, which means we can anticipate how each audience will receive the proposition, and we can tailor it accordingly, interrogating and testing our clients' win themes and making sure every aspect is as targeted as possible. Sometimes it's as simple as the words and descriptions we use, often it's a more adaptive, flexible response that sign-posts key messages in different formats to surgically hone in on the key people we know we must engage.



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# MAKE IT VISIONARY

## CHALLENGE

RFP's are prescriptive by nature and that's why so many bids end up being, frankly, so dull. Most good responses, of course, will include some nice client images as that's just good basic practice. But you can therefore safely assume they might all look pretty similar when they land on the client's desk. And if you overload it with your brand, you're definitely NOT placing your customer at the centre. Remember it's all about them, not you! So how **do** you creatively stand out?

## SOLUTION

Look beyond win themes and treat every bid as an opportunity to develop a co-created statement of intent, that's expressed through every touch-point of your response. Think further outside the box than you normally would and turn your traditional thinking on its head. To create something unique, you have to quickly work out the scope for creativity within the given constraints then push the boundary as far as possible. Approach the process as though it were

an ABM campaign using the creative concepts within the bid itself as a strategic tool. Powerful, bespoke images and campaign-led messaging can say more about your partnership and present a clear vision of your proposed end-state than some generic stock images or paragraphs of text. Most importantly, allow your brand to become secondary as you upweight the client's. Remember, you are selling their vision, not yours.

## IN PRACTICE

We tailor-make our bids. We carry out a careful, immersive, 360° review of our client and their customer and establish how best to 'marry' their brands to create a dynamic, personal connection and high impact bid-campaign brought to life through powerful visuals and bold, human headlines. We create clever co-branding and set it against a depiction of the end-customer experiencing what they'll get from your collaboration. We look for the unexpected ideas and quirky concepts that demand attention, grounding the creative delivery in forward-looking business outcomes.



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# WHY JPC?



**POWERFUL TAILORED WORKSHOPS, IMMERSION INTERVIEWS AND MESSAGING/PITCH COACHING TO DRAW OUT YOUR UNIQUE VALUE**



**WE'LL CHALLENGE THE STATUS QUO, AND FIND WEAK SPOTS TO GENERATE NEW PERCEPTIONS, POSITIONING YOU IN A NEW LIGHT**



**HELP YOU FORM / STRENGTHEN THE LINK BETWEEN YOUR BRAND OFFER AND THE CRITICAL MESSAGES YOUR CLIENTS WANT TO HEAR**



**WE CUT THROUGH COMPLEXITY AND ALIGN YOUR WIN THEMES TO YOUR CUSTOMER CHALLENGES THROUGH VIVID, COMPELLING NARRATIVE AND CREATIVE**



**HELP YOU EXCITE KEY STAKEHOLDERS WITH A CONFIDENCE AND RENEWED PERCEPTION OF YOUR COMPANY**



**WE WORK AS AN EXTENSION OF YOUR TEAM - A GENUINE PARTNERSHIP WITH A SINGLE MINDED FOCUS**



**WE BALANCE PROACTIVE STRATEGIC SUPPORT WITH PRACTICAL PROJECT MANAGEMENT**



**WE ARE BRAVE, COLLABORATIVE AND ORIGINAL (OUR VALUES) IN OUR APPROACH AND DELIVERY**



**WE LIVE FOR RESULTS - NOTHING LESS WILL DO**



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## OUR APPROACH:

# A 360° MODEL, WITH SINGLE-MINDED FOCUS ON HELPING YOU WIN

JPC offers you a uniquely integrated team of creative consultants and marketing specialists with one distinct edge - we all speak sales. We will act as an extension of your own bid team, working collaboratively with you from capture through to completion - testing and challenging and bringing an impartial, but informed view that remains single-mindedly focused on helping you win.

- ▶ Focus your teams on gathering the detail while our strategists, creatives and project managers ensure your response addresses the big picture issues
- ▶ Rely on us to know your client needs inside out and ensure there are no gaps or weaknesses in your response
- ▶ Maximise the creativity of your output and ensure you reach key review and delivery milestones

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**We have delivered 100s of bids over the last 21 years, with timescales varying from 24 hours to several months and we have never missed a deadline.**



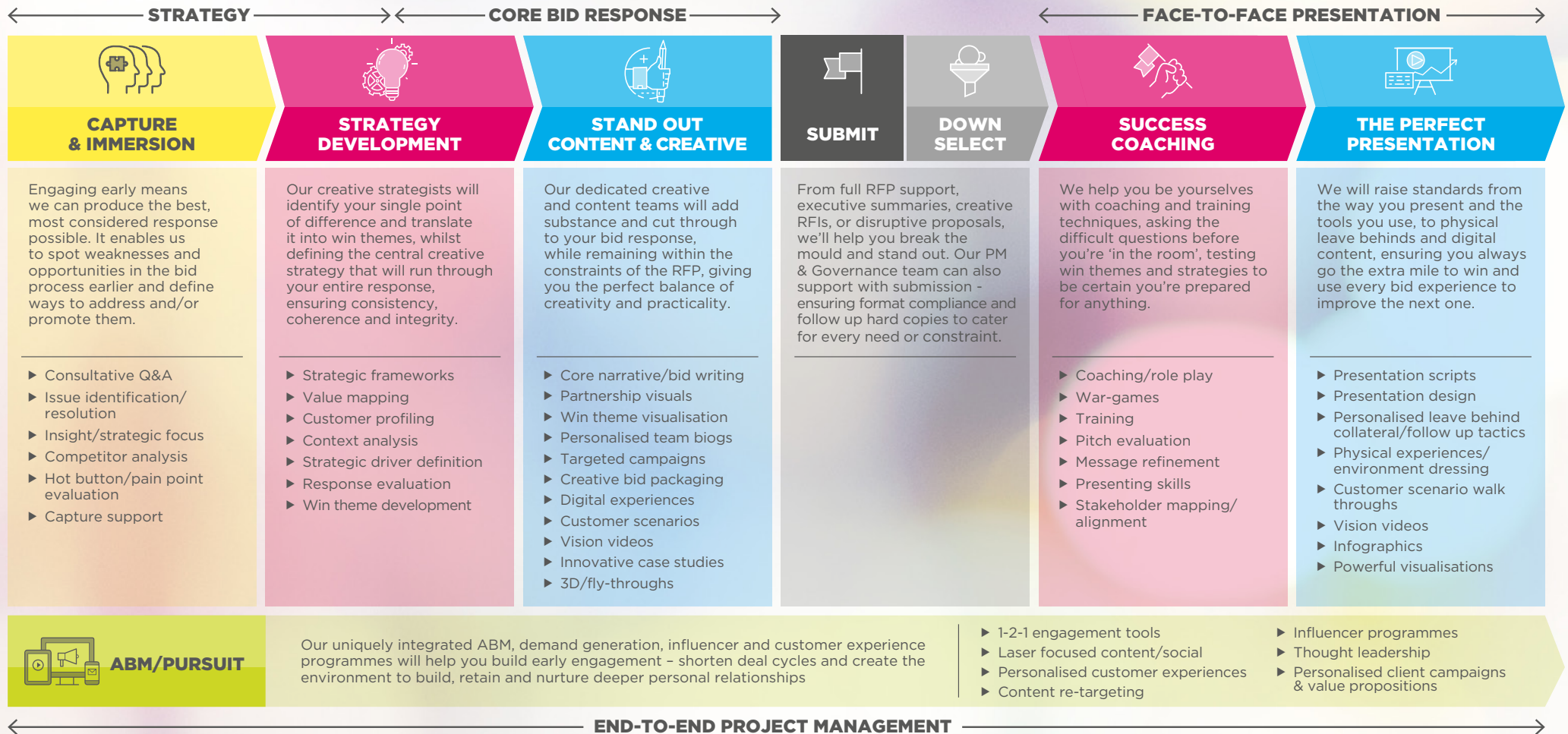
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# OUR APPROACH: SUPPORT AT EVERY STAGE.

We work globally and we work flexibly. We can support you end-to-end, or you can call us in to help you at critical stages.



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# HOW DO YOUR BIDS MEASURE UP?



- ▶ Confident your bid response stands out amongst a sea of 'me-too' solutions?
- ▶ Creativity sometimes constrained by restricted procurement process?
- ▶ Bids often weakened by internal challenges and message dilution?
- ▶ Proposals just an 'exam question check box exercise' with average-to-low success rate?
- ▶ Struggle to translate solution into a highly compelling client-centric vision?
- ▶ Need to benchmark your current bid standard and performance?

**TRY OUR BID IMPROVEMENT PROGRAMME AT A SPECIAL INTRO RATE.**

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