



DEAL BASED MARKETING

Sell better, win more.

Helping you navigate the
complex bids & tenders
landscape to significantly
improve your win rates.



SELL BETTER, WIN MORE.

The race for first place.

The odds are stacked against you
– unless you know the game!

77% OF B2B BUYERS
say their last purchase was complex.



97% OF TENDERS
already have a partner in mind.



1-5% WIN RATE
for bidders not involved early.



10 KEY DECISION MAKERS
are involved in most
large contracts.



50% OF BUYING PROCESS
is complete before the
customer contacts you.



Understanding what buyers want, and offering
THE RIGHT INFORMATION, DELIVERS A 90% HIGHER CHANCE
of buyers making a larger, complex and low-regret sale.

SOURCE: <https://www.gartner.com/en/sales-service/insights/b2b-buying-journey>

Digital is rewriting the rules of bids and tenders.



You have more buyers:

- ▶ There are more decision makers
- ▶ They are 'Always on', connected to each other
- ▶ They have greater power, influence and specialist knowledge – often in siloed roles



As a vendor:

- ▶ Digital flexibility means enterprise solutions are getting more complex too
- ▶ Bid processes and e-platforms are designed to keep you apart from decision-makers and what they really care about

Technology is removing the humanity from business relationships and distancing sales professionals from the true needs and concerns of their customers.



Know your customer like never before

To win, you need to put yourself in the customer's shoes...

People buy from people

Put in the extra effort to really understand your customer, to answer their personal motivations, aspirations, interests and fears.

Talk in their language - become the insider

You get one shot to motivate and stand out, if you don't influence early, ask the right questions, understand the requirements or get hyper personal, **you will be part of the 97% that miss out.**

“The bids that win are the ones that understand the customer's complex purchase journey and make it easier for them to buy, rather than focusing all efforts on a better sales pitch alone.”

Claire Ellis,
Managing Director, JPC

To win, your bid needs to:

- ▶ Lead from the front
- ▶ Challenge and disrupt BAU thinking
- ▶ Create networks around insight to attract prospects before RFP is issued
- ▶ Position your team as consultants bringing added value, not just passively reacting
- ▶ Enrich the dialogue with relevant, authoritative insight
- ▶ Engage at every level - from CEO to procurement
- ▶ Talk outcomes, not products - simply, in the customer's language
- ▶ Use the customer's channels to engage - be relevant at every point
- ▶ Be compliant, but surprise and positively challenge at every opportunity

Helping you navigate the complex bids & tenders landscape.

A strategic sales and marketing consultancy; dedicated to helping complex and challenger B2B brands humanise and focus their message in order to sell better. Put simply; we are obsessed with your customer, and what they need in order to buy from you.

Over the last 23+ years we've helped our ambitious clients **target**, **pursue**, **win** and **retain** some of the most sought after key accounts, sales opportunities and bids in the world.



Experience:

23+

Years experience

£2.75B

In initial contract
value won
(in the last 5 years)

80%

Avg win rate
achieved

The experience to help you win

We work in many sectors, but all our clients face the same challenge: how to stand out in a complex playing field.

Our specialist bid and sales pursuit team combine hundreds of years of experience, meaning we speak the language of our clients, and in turn theirs.



“The way you challenged us... and the ways you brought our proactive play to life exceeded all our expectations. Love the partnership visuals and the small details that show we have really got to know the client. Thank you.”

Client Director,
Global IT Services Company



Crisis team, or long-term partner?

We're equipped to work your way – whatever it takes to increase your win rate

BESPOKE LIVE BID SUPPORT

Up against a deadline? Need gaps filled?

Pick and choose the help you need for an optimised, economical and non-disruptive approach to immediate tender needs. Revolutionising the performance of your whole bid team and winning key deals

- ▶ Research & Insight/intent analysis
- ▶ Stakeholder and influencer mapping
- ▶ Value proposition/strategic win theme development
- ▶ Disruptive proactive engagement strategies
- ▶ Winning content & stand-out creative
- ▶ Proposal writing, answer planning, audit & review
- ▶ Coaching, governance and process management

[Click here for full bid support services.](#)

BID IMPROVEMENT PROGRAMME

Need to upskill, instill & embed?

Our team of bid specialists will upskill and train your team, embedding enduring performance into your team and bid processes – putting our best practice, in-house for good.

- ▶ **Module 1:** Understand your customer
- ▶ **Module 2:** Negotiating the procurement minefield
- ▶ **Module 3:** Proposal frameworks & win themes
- ▶ **Module 4:** Creative proposal masterclass
- ▶ **Module 5:** War games & coaching
- ▶ **Module 6:** Executive summary masterclass
- ▶ **Module 7:** The perfect pitch presentation

[Click here for full bid training services.](#)



Comprehensive strategic, creative and content support to deliver a winning bid, that offered formal feedback that their **response resonated more effectively than any other proposal submitted.**



Transforming standard B&W submissions into highly compelling, targeted responses that speak the customer's language, **changing the way they submit tender documents company wide.**



End-to-end strategy and content support including a fully dedicated team, leaving a response impossible for the client to turn down and **creating over 100 jobs in the process.**



Our winning strategy and proposal response resulted in the biggest single win for this challenger IT Services company in their 15 year history, **growing their business by over 50% overnight.**



Transforming perceptions through innovation, disruption and customer-centric responses to maintain **an average 80% win rate for the UK's largest Telecoms supplier.**



Breaking records through hyper-personalisation and a laser sharp strategy, to **secure £55m+ of contract value in 12 months** in an incredibly competitive market.



THE WINNING
TEAM &
STRATEGY



THE WINNING
TOOLS &
TECHNIQUES



THE WINNING
CONTENT &
CREATIVE

“ JPC have made us think differently, have consistently delivered on time and on budget and have achieved strong sales results through their fresh and integrated approach. ”

Marketing Director,
BT

Contact us now and significantly
improve your win rate

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OTHER SERVICES WE OFFER:

ACCOUNT BASED MARKETING

SALES ENABLEMENT

CUSTOMER EXPERIENCE

