

Five essential steps to make your bid stand out

Develop a personalised winning bid
strategy to drive your sales success



Develop a personalised **winning bid strategy** to drive your sales success

Bids are crucial in today's business landscape, **accounting for 90% of sales revenue.**

But only 43% of bids are won, highlighting the challenge of standing out in an over-saturated and increasingly automated market.



The bidder challenge.

Businesses often struggle to allocate the necessary resources, with **57% lacking the tools and resources to respond to RFPs**

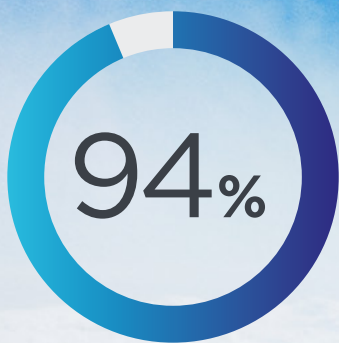
effectively. As margins and win rates decline, RFP volumes increase and bid teams burn out, it's getting harder to craft compelling, successful bids.



The customer challenge.

It's also easy to overlook the customer's own growing challenges. In a rapidly evolving landscape driving increasingly complex bid requirements, it's as hard to write an RFP as it is to craft a response. A poorly crafted RFP will invite additional vendor questions and increased margin for error, adding to the administrative burden. Ultimately a low-quality RFP will invite low-quality responses. Support from an existing or potential provider to help shape requirements can be the difference between win or lose.

So how can you – as a bidder – solve this conundrum?



of businesses choose a supplier because they demonstrate a strong knowledge of their needs.

Elevate yourself from a prospect to a winner.

1 2 3 4 5

Disrupt the norm



Don't come to the bid table cold.

80% of buying decisions are influenced by customer experience over price, so pre-engagement and early conversation are essential in defining the experience you deliver.



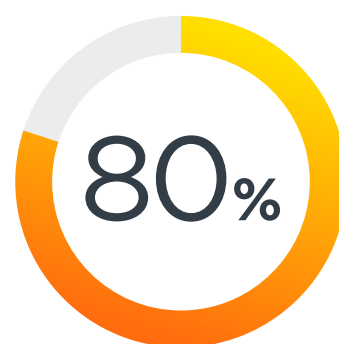
Become a trusted guide.

Developing relationships early builds trust and brings unique opportunity to shape or influence the tender and unlock new potential from the outset.



Be bold.

Winning bids stand out by offering new ideas with innovative and unexpected solutions to challenges the customer very often doesn't know they have.



of customers base their buying decisions on customer experience over price.

JPC example: Positive disruption brings new ideas

When one of the UK's leading telcos sought to elevate its critical win targets, JPC introduced a disruptive, external perspective to reshape customer perceptions – positioning our client as an innovative and proactive technology partner. By addressing their siloed approach to major deals, we helped align their offerings with clear, tangible customer outcomes. This strategy was executed through a highly personalised engagement plan and tailored proposal responses, resulting in an **80% win rate and securing over £6 billion in initial contracts over an 18-month term.**



Supercharge your bids.

Contact James Mollard - james.mollard@thinkjpc.com



Humanise your approach



Speak their language.

Even in a formal bidding process, it's people making the purchase. Use language that reflects your client's needs, shows empathy and demonstrates a depth of understanding.



Add small moments of wonder.

Move away from generic vision statements and go the extra mile to demonstrate where your values and theirs truly align.



Make it human at every level.

Personalise your bid by including creative introductions and video messages from your team to build emotional connections and demonstrate commitment.



JPC example: Infusing Searcy's bid submission with small moments of wonder

When catering firm Searcy's were bidding for the National Portrait Gallery contract, JPC took their bid submission and transformed it into a work of art. We infused their response with beautiful, bespoke imagery wherever possible – introducing personalised team portraits, for example.

These small human touches evidenced empathy, demonstrated instinctive understanding of the customer's brand, and elevated Searcy's bid among the other submissions.



Simplify to stand-out



Don't get lost in the shuffle.

Time-poor clients reviewing multiple bids value clarity. Don't cram it with jargon, make yours easy to sift through and digestible.



Signpost your content.

Structure your content using win themes and visual elements for easy navigation that guides decision-makers.



Walk in their shoes.

Help the client understand how your solution directly addresses their needs by providing concise responses with clear examples that bring their challenges to life.



Creatively constrained RFP?

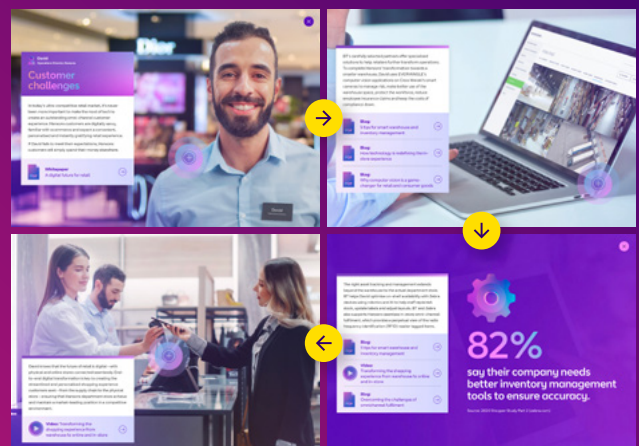
Dividers or pull outs are a great workaround.



JPC example: Simplifying complexity through scenario selling

JPC have worked with BT for over 13 years and we have consistently used 'Day in the Life of' stories in the bid process to help bring their technology to life and create clear, competitive stand-out.

Transformation of their complex, future-facing technology into simple, character-based scenarios has enabled them to paint a clear picture of the impact their bid will have for their client and their customers, regardless of the sophistication of the tech itself.



Personalise your response



Examine your audience.

At a forensic level, with up to 16 stakeholders now involved, you need to be crystal clear what the key decision-makers – and sometime the less obvious influencers – are looking for.



Listen to what they don't say.

Know the implicit drivers and pain points of each stakeholder to answer the 'unwritten questions' and flex your response to more personally engage.



Understand what each buyer wants.

Tailor your bid to each decision-maker's individual concerns. Bids that personalise their approach have a 90% higher chance of winning complex, high-stakes deals.

Understanding what buyers want, and offering the right information, delivers a

90%

higher chance of buyers making a larger, complex and low-regret sale.

Gartner Buyer Enablement Guide

JPC example: Personalised engagement reaps RFP reward

Our client – a major construction firm – had worked hard to build a strong relationship with the Head of Estates, nominally the tender lead. But through careful stakeholder analysis and engagement, we found that that he was heavily influenced by the Deputy Director – in fact, while he owned the vision, she was the one ultimately owning the business case and driving decisions. This insight enabled JPC to help our client devise a personalised response to address both stakeholders directly, within their ultimately bid-winning response.



1 2 3 4 5

Be visionary



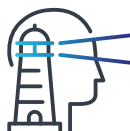
Create something unique.

To avoid blending in, be creative and make your bid visually compelling with bespoke designs that align with the client's goals.



Present your solution as a strategic partnership.

Go beyond – you're not just a service provider. Use tailored messages to position your bid as a unique, co-created vision with the client.



Sell their vision, not yours.

Let the client's brand take centre stage, wherever possible. Focus on their vision and the outcomes you'll achieve together. Not the solution you want to sell.

Almost

93%

of all human communication is visual. Deliver your key messages through powerful design.

JPC examples: Seeding win themes into every touchpoint of the bid response through narrative, visual and bespoke partnership images to create a stand-out, winning response.



Innovate your bids.

Contact James Mollard - james.mollard@thinkjpc.com



How do your bids measure up?

- Does your bid fail to stand out in a sea of 'me-too' solutions?
- Can you fully decipher life through the customer lens?
- Is your creativity constrained by the restrictive procurement process?
- Are your RFPs historically just an 'exam question check box' exercise with average-to-low success rate?
- Do you struggle to translate your offer into a highly compelling, client-centric vision?

At JPC, we speak sales. And we can help drive up your bid win ratio.

Why JPC?

We've got a proven track record of helping companies elevate their bids, win key accounts, and retain high-value clients. Our approach focuses on humanising and personalising the entire bid process, ensuring your response stands out. **We're a proven partner invested in your success.**

25+

years of experience helping clients win high-value bids.

over £13billion

in ICV (Incremental Contract Value) secured for our clients in the last six years.

80%

average win rate, delivering outstanding results for our clients.

We can help you engage, win and grow

We specialise in creating personalised, human-centered bids through:

Pre-bid capture and strategy: We work with you from the outset, helping you shape the RFP process and set the agenda with account-based insights and early engagement.

Creative, personalised responses: Our team breathes life into your proposals with engaging, personalised visuals and copy that cut through the noise while answering the critical exam questions.

Win strategy development: We identify your key differentiators and develop winning themes that will resonate with your client, ensuring a clear and consistent message throughout the bid.

Bid coaching and presentation: We coach your team to deliver polished, persuasive pitches that leave a lasting impression on every decision-maker.

Accelerate your bids.

Contact James Mollard - james.mollard@thinkjpc.com





Invest in success

With JPC's proven track record, expertise and innovative methodology, we can help you supercharge your bids, connect deeply with your clients, and significantly improve your win rates.

Book a call now to try our bid improvement programme at a special intro rate.

Contact



James Mollard
Growth and Strategy Director, JPC

M. +44 (0)7881 923 104

T. +44 (0)207 326 5980

E. james.mollard@thinkjpc.com

W. www.thinkJPC.com

in [linkedin.com/in/jmollard/](https://www.linkedin.com/in/jmollard/)

JPC, X+Why, The Fulwood, 4 Fulwood Place,
London, WC1V 6HG