

Peru brings years of commercial experience allied with a deep knowledge of the IT software, managed services and outsourcing marketplace to help suppliers deliver the optimal proposals aligned to the needs of your customers.



Does your organisation....

- Wish to **sharpen** its competitive edge in tendering processes?
- Have resourcing challenges with **skilled** bid practitioners?
- Need to **optimise** or adopt a structured bid process & strategy?
- Lack a clear and effective **pricing strategy**?
- Want to **win more business** and improve **bid to win** ratios?

Bid Support

A range of services to help you **research, think** and **execute** a winning approach to **securing new business**. Peru can undertake a full review of your tender response or integrate with your bid teams. We have worked in some of the **largest supplier and client organisations** in the world on complex IT managed services and ITO tenders and collectively we've helped service providers **win over £3bn of new business**.

What could your future look like?

- Well-defined bid strategy based on clear pre-qualification – **Bid What You Can Win**
- Focus on things that matter to Customers - **Outcomes not Outputs**
- Clear commercial proposals that consider TCO – **Pricing for Success**
- Compelling Bid Responses that Resonate - **What Gets Read Gets Written**

Service Outcomes

- Receive critical insights to help you optimise your commercial pricing models and **improve your bid to win ratio**.
- Gain the benefit of our deep understanding of customer requirements to re-align your proposals to **what customers really want**.
- Refresh your business development strategy to tender for more of the opportunities that are **right for your organisation**.
- Leverage our knowledge of buyers and the sourcing process to **setup your bid process for success**
- Utilise our skills and experience to boost your bid teams at critical times and **“Bid Better Business”**



“The Peru team created a structure that will support us going forward and undertook substantive structured knowledge transfer to our team to ensure self-sufficiency”





APPROACH

We have a range of approaches to bid support based on three key dimensions:



Research

- We are **experts at benchmarking** and can assist your understanding the market trends for any aspect of your sales process
- We also conduct **best practice reviews** and offer valuable insight from a IT buyer perspective



Think

- We can help you review and enhance your **win new business strategy** or conduct a “deep dive” review into a specific process to identify **opportunities for improvement**



Execute

- We can support your bid teams through:
 - Independent reviews** of specific proposals
 - Validation** of commercial pricing models
 - Writing for outcomes** and storyboarding knowledge share sessions
- We utilise **best practice tools** to support your bid process



ENGAGEMENT, TIMESCALES & COMMERCIALS

We tailor our engagement model to best meet your needs:



Resource Augmentation

We provide experienced practitioners to complement your win new business teams



Independent Review

We conduct an objective external review and report into current ways of working



Proxy Bid

We run a proxy bid against your own proposal based on our market knowledge



Bid Specifics

We review, assist and challenge specific aspects of a bid such as the pricing model

Benefits in days, impacts for years



- A short-focused review into a specific aspect of bid support can be **quickly completed**
- For longer-term engagements options such as “try before you buy” and initial **free of charge** assessments can be undertaken to minimise risk and set expectations of effort

A commercial model that works for you



We offer a flexible range of commercial models aligned to your financial & risk requirements:

- Fixed price, based on scoped outcomes
- Time & materials
- Gain-share, risk reward (within caps)



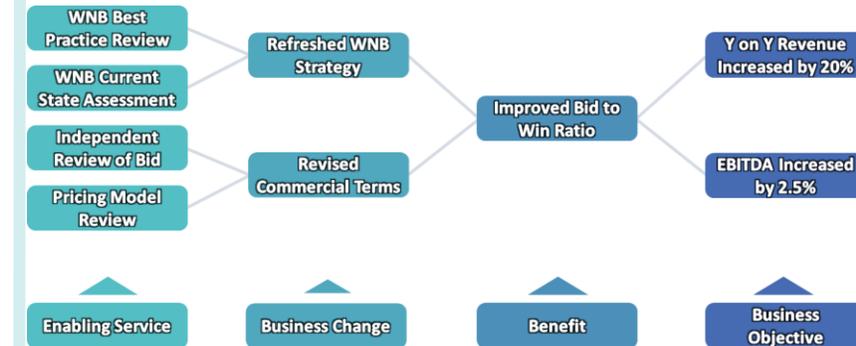
OUTCOMES



Actionable Outcomes aligned to your key objectives:

Benefits focused outcomes

- We work with you to identify your key strategic objectives e.g. **improvement in revenues** from new business
- We identify outcomes, expressed in benefits, that drive **achievement of your objectives**
- Our analysis looks at current practice and processes and identifies **key improvement opportunities** to realise the benefits e.g. revised commercial terms



Benefits Network for Bid Support

Actionable outcomes

- We provide **clear, detailed insight** with specific actions identified to drive improvements in your sales process
- We are happy to roll our sleeves up and “walk the talk” to **execute upon our recommendations**
- We work alongside your existing win new business teams to **share best practice in a sustainable way**

