

Digital Proposals

A large healthcare enterprise wanted to pitch a multi-million dollar deal differently.



The client

A mid-size healthcare firm in Maryland, US.

The client deals into healthcare services and products, having branches across the United States. The client has a 4 member presales team who used to write and manage proposals, however, they did not have a dedicated design team or a video production team.



The Situation



A multi-million dollar proposal had to be presented in a unique way.

A large competitive RFP was being responded to a multinational firm in the US. Since it was a 100 pager proposal, it was getting difficult to make it more readable and presentable. The senior executives wanted to articulate the value proposition and key sales messages in a unique way that stands-out. The fear of losing key differentiators and messages in the long proposal led to the idea of a video proposal in addition to a detailed pdf proposal.

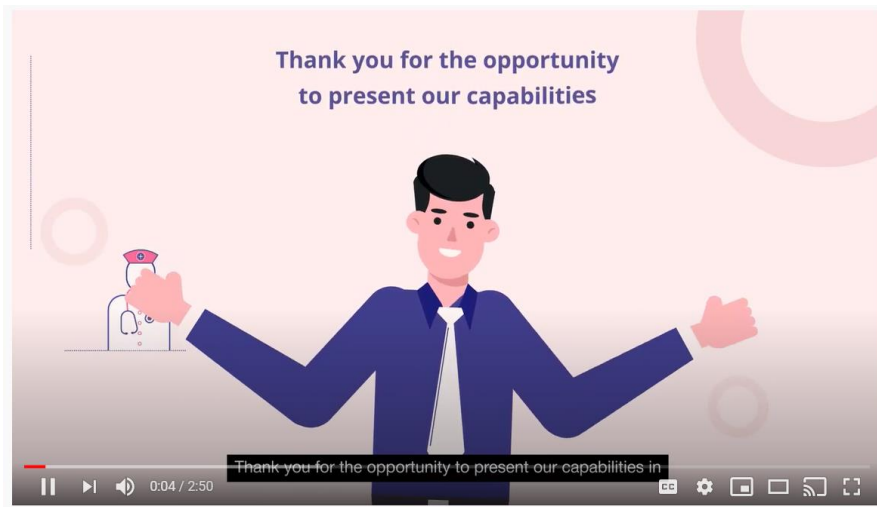
The Solution



An explainer video in a human way.

1. **Script Writing**– Interviewed senior executives to understand the key solution and sales messages. Engaged business analyst and tech writers to write a concise story that articulates the proposal in summary.
2. **Storyboarding**– Design team storyboard the proposal into different sections of the proposal so that end client can navigate across sections like scope, pricing, schedule etc. A time-based menu button was provided for easy navigation of video section.
3. **Video Production**– After review and approval of content, we developed an explainer video that articulates the proposal sections in a human way.

A look at the work



[Click here to watch Video-based Executive Summary](#)



[Live Interview – Video not available publicly due to confidentiality](#)

The Impact



Immersive storytelling

Interactive proposal wowed the end client with its presentation and content structure



Improved attention to detail

End client was able to grab key messages in less than 5 minutes



Better understanding of solution

Solution explained than reading made it more compelling and understandable





About Bidsand Beyond

BidsandBeyond is a five-year old and nimble business consulting firm, helping global businesses win more bids and drive digital growth. Broad capabilities include winning more bids for our clients, ideating & designing new products, transforming the entire sales & marketing journey through GTM strategy, sales automation, content writing and digital campaigns.



Capability Summary



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