

BID SERVICES



COMPLIANCE



COMMERCIAL



MARKETING



WHO WE ARE

Everyone can say what they do. Few can prove why it matters.

CALLANN Work Winning Specialists is a founder-led business supported by a growing team of specialists across bids, commercial services, compliance and marketing. Together, we work closely with clients to challenge assumptions, strengthen responses and help businesses win work.

Our business was built to challenge surface-level answers in procurement-led environments.

In competitive markets, capability is expected. What matters is how clearly it's communicated, how credibly it's evidenced and how confidently it stands up to assessment and competition.

Our focus is simple: helping businesses compete with clarity and confidence.



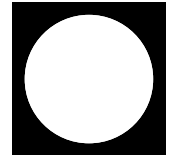
What sets Callann apart is their ability to seamlessly integrate strategic marketing with highly effective bid writing. This fusion ensures that every public contract bid we submit is not only technically sound but also carries the weight and polish of a cohesive marketing approach. It's a rare and valuable combination, and it's contributed significantly to the visibility and strength of our proposals.

Paul McGrath | MCM Managing Director



Why CALLANN?

The Joined-Up Approach



Most businesses treat bids, compliance, commercial and marketing as separate activities. They're not.

What a buyer sees isn't just your bid. It's your compliance record, your commercial offer, your credibility in the market. When those things don't line up, contracts go elsewhere. When they do, you become the obvious choice.

One joined-up approach.
Stronger submissions.
Better results.”

At **CALLANN Work Winning Specialists**, everything we do is built around one joined-up approach: challenging assumptions, strengthening responses and ensuring what's being presented stands up to scrutiny.

We sense-check responses against how tenders are evaluated. We align pricing and risk with delivery reality. We ensure compliance is proportionate and clearly evidenced. We support marketing that reinforces credibility, not noise.

The result is submissions and business positioning that make sense on paper and in practice.



BID SERVICES

Clear, credible bids that stand up to evaluation.

Most organisations we work with are technically capable. Where bids fall short is rarely expertise, it's clarity, structure, evidence and commercial alignment. **CALLANN's** role is to close that gap.

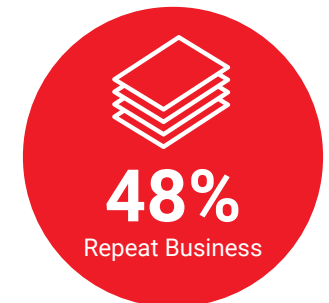
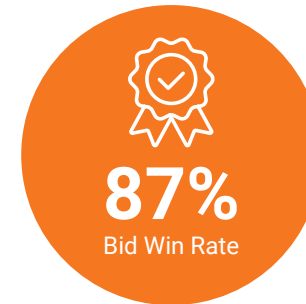
Our bid services include:

- Tender review and bid/no-bid support
- Question analysis and structured response development
- Bid writing, editing and refinement
- Storyboarding and win theme development
- Framework submissions
- Quality assurance and submission coordination

We support clients through framework submissions across public and private sector schemes. Our support covers quality responses, scoring strategy and coordination of pricing and compliance inputs to ensure submissions are consistent and evaluation ready.

Every element of our bid services is designed to improve scoring, reduce risk and present a stronger, more convincing case for selection.

Clear structure.
Stronger scoring.
Confident submissions.



COMMERCIAL SERVICES



Commercial clarity that makes sense on paper and in practice.



Many bids fall short for commercial reasons that aren't immediately obvious. Pricing may be competitive but lacks explanation.

Risk is underplayed. Assumptions don't align with how the work will be delivered. **CALLANN's** commercial services address those gaps early.

Commercial clarity that supports confident decision-making

Our commercial services include:

- Preparation and completion of pricing documents
- Bills of quantities and structured cost breakdowns
- Detailed take-offs aligned with scope
- Review of assumptions, exclusions and clarifications
- Commercial alignment with bid narrative and delivery approach

Commercial input works best when it's prepared alongside bid responses and compliance documentation, not in isolation. That joined-up approach is what ensures submissions are consistent, credible



COMPLIANCE SERVICES

Clear, proportionate compliance that supports tendering and growth.

Many capable businesses fall short on compliance, not because they're doing the wrong things, but because they struggle to evidence them clearly. Policies exist but aren't consistent. Processes are followed but not documented. **CALLANN's** compliance support exists to close that gap.

Compliance aligned to how tenders are evaluated, not just how policies are written.

Our compliance services include:

- Advice on compliance requirements linked to tenders and frameworks
- Review and enhancement of existing policies
 Development of documentation including:
 - > Business Continuity Plans
 - > Social Value strategies
 - > Customer Care Charters
- Support with achieving and maintaining key accreditations
- Alignment of compliance documentation with submission requirements

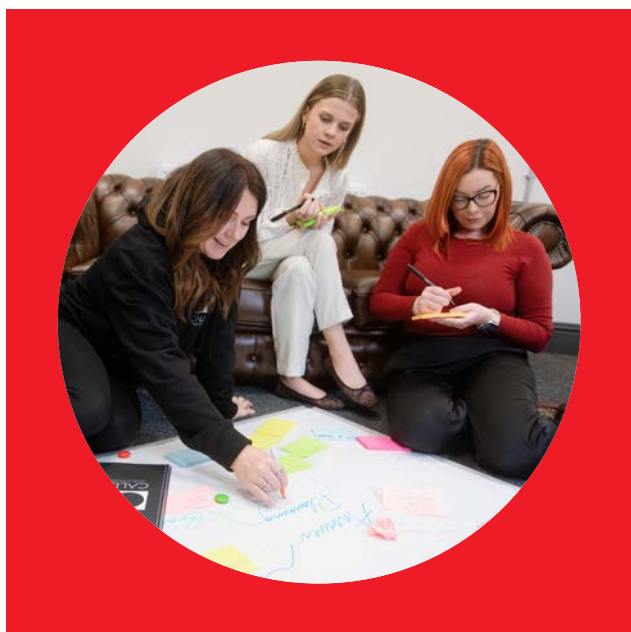
Where required, compliance documentation is aligned with bid responses and framework submissions, ensuring everything is consistent and easy for evaluators to assess. Our approach is practical and proportionate. Compliance is designed to support your business, not slow it down.



MARKETING & BUSINESS DEVELOPMENT



Marketing aligned with how you compete and win work.



Marketing should not sit separately from your bid and compliance activity.

If we are shaping your tender submissions, strengthening your policies and aligning your commercial responses, your external messaging should reflect the same clarity and positioning.

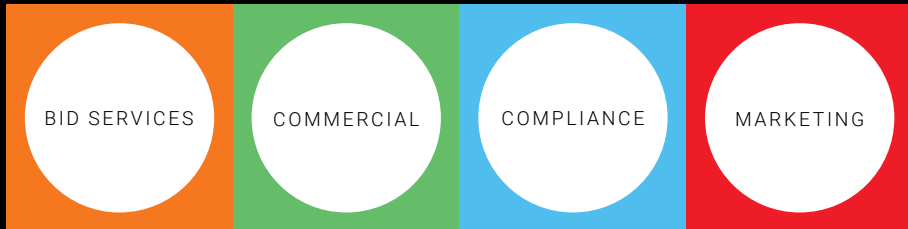
At **CALLANN Work Winning Specialists**, marketing and business development support is integrated with work-winning strategy. We work to ensure your website, materials and outreach reinforce the same story presented in your bids.

Marketing aligned
with how you compete
and win work.

Our services include:

- Marketing and business development reviews
- Customer profiling and target market identification
- Competitor and positioning analysis
- Website content and updates
- Brochures, newsletters and branded materials
- Social media management
- Award submission support

The focus is clear messaging and consistent activity that supports long-term growth. We help businesses bring structure, clarity and alignment, ensuring marketing activity supports growth rather than distracting from it.



If you are preparing for an upcoming opportunity or reviewing how your business competes for work, get in touch with our team.

- 17 Chapel Street, Airdrie, ML6 6LG
- 01236 801155
- info@callann.co.uk
- callann.co.uk

