


Helping your consultancy win work – without the scramble

This guide outlines the essential marketing materials you need to support competitive tenders, client outreach and partnership conversations. These tools don't just 'look professional' – they position your consultancy as credible, capable and ready to deliver.

Winning work isn't just about qualifications and capability – it's about *presentation.*



The most experienced consultancies often lose tenders or project leads simply because their materials don't do them justice.

That's where the Capability Kit comes in.

It's a set of professionally written, strategic documents that:

- **Help you stand out** against bigger firms
- **Support every tender submission or capability conversation**
- **Position you as the trusted expert** you already are

Whether you need a website refresh, new case studies, or a polished PDF to send with bids, this guide outlines the key components – and how I can help you build them.

What's included in a Capability Kit?

Here's what I typically include for my consultancy clients:



Website copy – clear, confident, credible

Your website should reflect the level you're operating at. We focus on:

- Clear value proposition and services – aligned to your target audience
- About page that communicates authority (not just a list of degrees)
- Case studies and sectors served
- Optimised contact and call-to-action structure

Optional: Full redesign with your developer or visual refresh (with your existing team or mine)



Case studies – built for evaluators

Each case study includes:

- Client overview and context
- Your solution (technical, strategic or both)
- Outcome, impact and feedback
- Designed to be reusable across proposals, PDFs and web



Consultant bios – relevant and professional

Most bios are too long or too vague. I rewrite them to:

- Highlight relevant experience per sector
- Position you as a safe pair of hands
- Align with what evaluators or clients care about



Capability statement (PDF)

A printable, shareable document you can use in:

- Tender responses
- Client meetings
- Introductory emails

Typically includes:

- Company overview
- Team profiles
- Project highlights or services
- Differentiators or certifications
- Branding and formatting (done with your visual team or mine)



Tone of voice guide (optional)

If multiple people write content across your business, this guide:

- Sets the tone and language style
- Ensures consistency across documents
- Helps technical teams write more clearly without losing credibility

What's included in a Capability Kit?

Step 1: Discovery call

We'll talk about your current assets, upcoming deadlines, and where you need the most support.

Step 2: Audit and proposal

I'll review what you already have (website, case studies, etc.) and map out a plan with pricing, priorities and realistic timeframes.

Step 3: Delivery – fast and focused

Most kits are delivered within 3–6 weeks depending on scope. If you have a live tender or urgent priority, I'll work to your deadline.

Why work with me?

I've worked in and around technical SMEs for
30+ years

I speak both 'consultant' and 'client' – I translate your expertise into language that gets traction

My clients trust me because I make the process simple, strategic and completely tailored

If you're ready to:

- Stop scrambling for case studies before every tender
- Present your firm with confidence and clarity
- Win work that reflects your capability

Then let's talk

Book a discovery call: elliottlj@ljemktg.com

Or visit www.ljemarketing.com to learn more

This guide is yours to keep and share internally.

About me



I'm Lisa Elliott, and I help environmental and engineering consultancies win more work with marketing that strengthens tenders, case studies and capability materials.

Before I became a marketer, I was a field technician – boots on the ground, working in environmental and engineering projects. That means I understand your world: technical detail, commercial pressure and the need to look professional without wasting time.

I don't do hype or glossy sales campaigns. I focus on the essentials that make a difference in a competitive bid: clear case studies, credible bios, polished websites and capability statements that evaluators trust.

If you need marketing that works for tenders – not just for show – I'm here to help.

