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— CLIENT SUCCESS STORY

How Kleane Kare strengthened BD structure, proposal discipline, and team alignment

How BidProse helped Kleane Kare Team build stronger business development processes, proposal templates, and a more structured approach to opportunity and proposal management.



Client:
Kleane Kare Team



Industry:
Facilities Management,
Commercial & Government
Cleaning Services



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01 | THE CHALLENGE

The challenge was keeping the BD team organized, aligned, and focused as pursuits grew.

Before working with BidProse, Kleane Kare faced increasing difficulty maintaining structure across the business development and proposal process. As opportunities grew, the team needed stronger coordination, clearer accountability, and more consistent ways to gather and present information across capture and proposal efforts.



Growing pursuit volume



Gaps in coordination



Inconsistent information gathering



Need for stronger accountability



Pressure on priorities and deadlines



**The issue was not capability.
It was process structure, coordination, and proposal discipline.**



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— 02 | THE BIDPROSE APPROACH

BidProse helped Kleane Kare build a clearer, more disciplined proposal operation.

BidProse helped establish stronger business development processes, proposal structure, and reusable templates. The support created a clearer framework for managing opportunities, organizing proposal information, and moving through each phase of the proposal process with more consistency and control.



Stronger BD processes



Standardized proposal templates



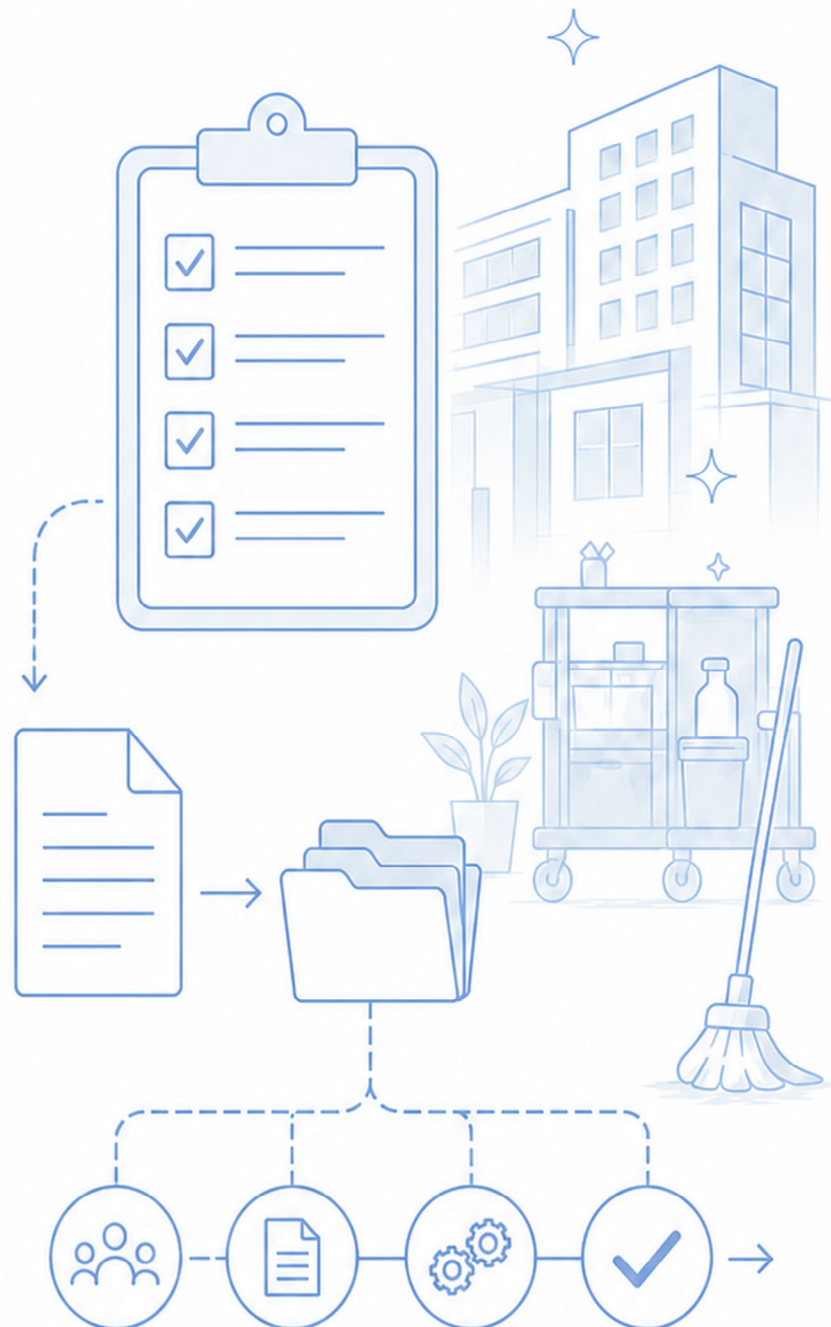
Improved opportunity management



Better organization of
proposal information



Clearer workflow through each
proposal phase



The goal: create a more streamlined, accountable, and professional proposal process.



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03 | THE RESULT

**More organized.
More polished.
More professional
proposals.**

As a result of implementing the processes and templates, Kleane Kare began producing proposals that were significantly more organized, polished, and professionally written. The team also gained a better understanding of how to present information in a way that is clear, compliant, and compelling to evaluators.



**Improved submission quality.
Clearer presentation. Better collaboration.
Greater efficiency under tight deadlines.**

The structure reduced confusion and helped the team work more collaboratively and efficiently during active pursuits.



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04 | LONGER-TERM IMPACT

Greater confidence in the final product—and greater readiness for growth.

Over the longer term, Kleane Kare gained increased confidence in the proposals it submits for award consideration. Stronger systems and proposal discipline now help the organization better reflect its capabilities, experience, and professionalism while improving readiness for more complex opportunities.

“ BidProse’s value extends beyond simply helping write proposals. They brought an objective, professional perspective to our BD team and proposal operation, along with the structure, guidance, and accountability needed to strengthen our internal processes and elevate submission quality.

Kleane Kare Team

