

Win more bids while spending less

Manage the bid team and process to produce targeted, high quality bids.

A highly interactive two-day workshop that will help you
to manage a major bid to deadline – and win.

Do you:

Learn how to:

- | | |
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| X Find the capture strategy gets lost once the team starts writing? | ✓ Win more by planning and delivering proposals that embody your winning strategy as well as your technical solution |
| X Miss out on getting shortlisted? | ✓ Stop losing evaluation points by making sure all of the compliance requirements are fully covered |
| X Compete for contributors' time with their other commitments? | ✓ Improve team engagement and performance by providing useable inputs and setting clear goals |
| X Waste time rewriting material that hasn't been tailored to fit with the whole proposal? | ✓ Reduce bid costs by cutting down on rework through effective planning and staged reviews |
| X Miss out on a final review and edit to polish the proposal because of time pressures? | ✓ Maximise the quality of the final proposal by managing activity within the available timeframe |



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This training touches on the very heart of proposals lifecycle. It promotes adoption of best practices, strategic thinking and effective use of resources. Great concept.”

Paula Freitas
Zinfra Group



88% Win Rate

Learn how to win 88% of the bids you respond to - that's our win rate over a 3-year period, as audited by Ernst & Young

(see www.shipleyswins.com.au for audit report).

A highly interactive two-day session that will make responding to a major tender quicker, easier and more likely to succeed

Detailed workshop outline

Evaluation

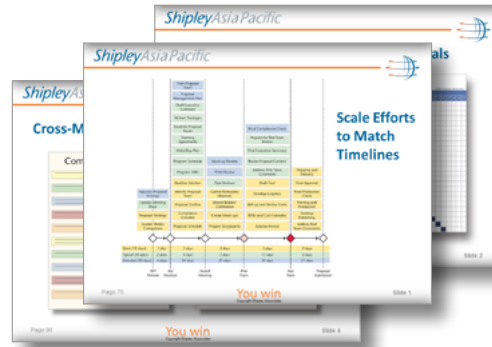
- Maximizing Evaluation Scores
- Organisation of RFPs
- Tender Evaluation Processes
- Tender Evaluation Simulation
- Comparing Evaluation Results
- Understanding the Award Process
- Debriefing Letters

Process and Strategy

- The Business Development Process
- Business Development Phases
- Colour Tea Reviews
- Proposal Manager Activities
- The Proposal Management Plan
- Draft RFPs
- Developing Proposal Strategies
- Reassessing Competitive Position
- Bidder Comparison Update
- Developing Proposal and Volume Strategies
- Proposal Strategy Development

Planning

- Proposal Schedules
- Scheduling Guidelines
- Scheduling Tools
- Proposal Schedule Development
- Compliance Checklists
- Building Compliance Checklists
- Proposal outlines
- Outlining Principles
- Page Allocation
- Outlining
- Requirements Cross-Mapping
- Response Matrices



Operations

- Kickoff Meetings
- Purposes of the Kickoff Meeting
- Planning Kickoff Meetings
- Kickoff Teleconference Simulation
- Kickoff Agenda
- Writer's Information Packs
- Proposal Operations
- Organising a Proposal Team
- Proposal Team Leadership
- Resolving RFP Problems
- Proposal Rooms
- Daily Operations Meetings
- Virtual Proposal Operations
- Proposal Management
- Proposal Reviews
- Pink Team
- Red Team
- Other Reviews

Production

- Proposal Production and Delivery:
- Production Planning
- Document Publication
- Proposal Delivery
- Production Scheduling and Delivery
- Proposal Archives
- Final Proposal Revisions



Shipleypacific provides consulting and training services focused on winning business in highly competitive environments.

We are a 40-year-old global organisation with offices throughout North America, Europe and Asia Pacific that support over \$300Bn in bids each year. We have trained over 45,000 BD professionals in 33 countries.



As a valuable addition to your library, you will also receive a copy of our award-winning Proposal Guide, which has all of the detail your organisation needs to implement the insights that you will learn about on the day.

Recommendations from previous participants

"Training like this is important to ensure the team gets to the same page."

"This will help us improve the compliance, proposal strategy and quality of the submission."

"Sales and Marketing practitioners will not be the only ones to benefit from such a course."