

# Position to win upcoming opportunities

Understand and analyse your customer's needs - and influence them to prefer your organisation and solution over competitors

**Winning Capture Strategies:** A highly interactive two-day session that provides a structured approach to targeting opportunities and building winning relationships

## Are you:

## Learn how to:

- |   |   |   |  |
|---|---|---|--|
| X | Responding to opportunities without understanding what is needed to win them? | ✓ | Understand what to bid, and the price to offer                                 |
| X | Missing out on opportunities that you thought were in the bag?                | ✓ | Track your real chances of bid success   |
| X | Focusing on the solution, not the customer's needs?                           | ✓ | Build customer loyalty based on in-depth understanding and clear communication |
| X | Strategising, but not following through?                                      | ✓ | Take measurable steps to improve your competitive position                     |
| X | Struggling to motivate your team to work on yet another bid?                  | ✓ | Energise your team with constructive activity                                  |



You took my understanding of capture from a vague awareness to having tools and knowing how to use them."

Katherine Birch,  
Program Development Manager,  
WWF Vietnam.



## 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](http://www.shipleyswins.com.au) for audit report).



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### Detailed workshop outline

#### Introduction

- Capture management in effective business development
- Start early to align with customer procurement process
- The business development process
- Follow business development phases
- Assess each opportunity

#### Building a baseline

- Establish a baseline
- Understand the opportunity and the customer
- Match each opportunity to your market strategy
- Gather and organise customer information
- Stakeholder mapping
- Identify decision makers and influencers
- Analyse the hot buttons
- Calculate a power rating
- Prepare a Bidder Comparison Matrix
- Develop a capture strategy
- Highlight discriminators
- Focus capture strategies on action
- The four forms of strategy
- Focus on your competitive position
- Progress teaming strategies
- Identify and fill knowledge gaps
- Prepare an intelligence collection plan

#### Advancing your position

- Developing customer contacts
- Shipley Information Collection Method
- Use the Contact Planning Worksheet
- Create valuable relationships
- Ask questions to understand business issues
- Use a Customer Meeting Planner

- Note the customer's language
- Collaborate with Marketing and Communications
- Shape the solution with strategy
- Use the Integrated Solution Worksheet
- Solution elements
- Influence the customer's thinking
- Maintain competitive focus
- Predict competitor direction using Black Hat reviews
- Include price in your solution strategy
- Baseline solution and price
- The Winning Price Window
- Customer buying trends and the price to compete
- Establish the Price to Win
- Use an effective value proposition
- Assess value
- Determine value collaboratively

#### Managing progress

- Establish accountability through action planning
- Measure progress at key milestones
- Identify quantifiable measures
- Support effective capture management
- Track the moving target
- Use PESTLE to assess the industry environment

#### Following through

- Follow through with the proposal team
- Focus on customer needs
- Translate capture strategy into proposal strategy
- Contribute to the kickoff meeting
- Participate in reviews



Shipley 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 the Shipley Capture Guide, documenting best practice in planning and implementing effective campaigns to win business.

### Recommendations from previous participants

**"I had no idea of the insight and impact you get applying the rigorous yet easy Shipley methodologies and tool sets during the capture stage. Anyone remotely interested in winning work would absolutely benefit from attending. The Shipley facilitator was top-notch, with a great ability to turn the critical must-haves into practical activity steps"**  
Sandra Davey, Product Management Consultant

**"A well-structured course that enabled a good learning environment."**  
John Coleman, Program Manager, Thales