

Clearly explain your value proposition

Make sure your message gets through to customer senior managers.

Research shows that the Executive Summary is often the only part of a bid response or proposal that is read by senior customer decision-makers. Make yours work for you.



A highly interactive one-day session that teaches you how to make your Executive Summaries more coherent and persuasive ... and more likely to win

Does your team:

Learn how to:

- | | |
|---|--|
| <p>X Disagree about what constitutes a good Executive Summary?</p> | <p>✓ Understand what really makes an Executive Summary compelling – from the buyer's point of view</p> |
| <p>X Struggle to articulate why the customer should choose your offer?</p> | <p>✓ Win more bids by giving the customer a business case for choosing you over the competition</p> |
| <p>X Produce Executive Summaries that tell the same story every time, regardless of the customer or opportunity?</p> | <p>✓ Write with customer focus that makes the customer want to read your proposal – and buy from you</p> |
| <p>X Develop the Executive Summary in isolation from the rest of the proposal?</p> | <p>✓ Use the Executive Summary to keep the solution team and subject matter experts on-message</p> |
| <p>X Scramble to write the Executive Summary at the last minute?</p> | <p>✓ Use the Four-Box structure, organised around client issues, to make the writing task much easier</p> |



This course has taken the fear out of executive summary writing for me. I feel more prepared and structured to present better quality proposals."

Jane McGrath,
Account Manager,
Optus Business



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).

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Detailed workshop outline

Purpose and Focus

- Purpose of the Executive Summary
- External Purposes, Internal Purposes
- Driving Proposal Development
- Gaining a Customer Focus Perspective
- What Is Customer Focus?
- Exercise: Ranking the Customer Focus of Five Executive Summaries

Content

- Hot Buttons
- Define Common Terms
- Understand Business Issues
- Organise Content to Sell
- Exercise: Using a Four-Box Organiser Template
- Write Your Executive Summary

- Effective Visuals
- Action Captions
- Exercise: Interpreting Graphics

Presentation

- The Executive Summary and Customer Presentations:
- Understanding the Importance of Effective Presentations
- Using the Executive Summary as a Presentation Tool
- Distinguish short-list presentations from oral proposals

Practice

- Exercise: Drafting an Executive Summary

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 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

"Delivered on all of my expectations for this session and has provided some very practical techniques our sales team can use."

Nicole Alley, BAS Business Development Manager, Fujitsu

"One of the best and most practical workshops that I have attended."

Andrew Mather, Managing Director APAC, WSP Group

"Great relevant simple material that you can use immediately."

Brett Smith, Business Manager, Baxter Fluid Systems