

Tackle complex bid documents with confidence

Make writing a winning tender response quicker, easier and less stressful for all contributors

A highly interactive two-day workshop that will align your team around developing coherent, winning proposals

Do your proposals:

Learn how to:

✗	Struggle to articulate your solution in a detailed written form?	✓	Make the writing task easier by preparing a detailed plan to guide the draft
✗	Start with contributors creating a first draft, then waiting for a review to provide direction?	✓	Reduce rework by presenting storyboards for review and gaining management buy-in before writing starts
✗	Focus on the technical solution, ignoring the strategic story told in the Executive Summary?	✓	Tell a coherent story throughout the proposal by reinforcing capture messages you have already communicated to the customer
✗	Use boilerplate material that does not exactly answer the question?	✓	Ensure you are short-listed by maximising compliance
✗	Provide a lot of detailed information for evaluators to sift through?	✓	Highlight important messages so that evaluators are sure to understand them
✗	State your superior ability to deliver the goods?	✓	Convince the customer by including compelling evidence of your claims



A very structured approach, helping ensure proposals are submitted to the highest standard."

Kelsey Bray,
Proposal Manager,
Fulton Hogan.



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

Proposal Evaluation Exercise

- Writing for Evaluators
- Evaluation Process
- Exercise: Evaluating Proposals
- Characteristics of Winning Proposals

The BD Process

- The Business Development Process
- The 7-Phase BD Process
- Key Activities for Section Authors
- Daily Proposal Operations Meeting
- Proposal Rooms

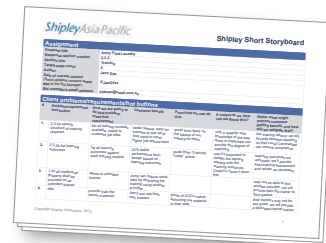
Section Planning

- Planning Section Content - Introduction
- The Kickoff Meeting
- Partly-Completed Storyboard at the Kickoff Meeting
- Issues and Solutions

- Benefits, Proof and Ghosting
- Risk, Structure and Key Visual
- Expand Headings
- Add Numbers to Link to the Content
- Specify the Key Visual
- Use an Action Caption
- The Four-Box Approach
- Ideas from the Four-Box
- Planning Section Layout
- Mocking Up Your Proposal Section

Section Writing

- Writing your section



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.



Recommendations from previous participants

"The tools and techniques I have learned during this workshop will be very useful when working on proposals in the future."

Brett Stevens – Senior Account Manager - Ericsson

"Great workshop that should lead to significant improvements in our submission planning and delivery."

Peter Murray - Project Director - Kellogg Brown & Root



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.