

Increase your win rate dramatically

Learn the powerful tools we use to win bids that change our clients' businesses - and change yours

Winning Proposal Strategies: A highly interactive two-day session that will help you win more business

Are you:

Learn how to:

- | | |
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| <p>✗ Losing more bids than you are winning?</p> | <p>✓ Increase your win rate dramatically in the near term</p> |
| <p>✗ Unable to predict bid success?</p> | <p>✓ Have a clear understanding of what you need to do to create a winning submission</p> |
| <p>✗ Struggling with a bid team that doesn't work well together?</p> | <p>✓ Increase the efficiency of your bid team to make it easier to get winning tender responses out the door</p> |
| <p>✗ Working around the clock on bids to no avail?</p> | <p>✓ Reduce the time you spend responding to tenders</p> |
| <p>✗ Concerned about a major bid on the horizon that you must win at all costs?</p> | <p>✓ Maximise your chance of success on major bids</p> |



Invaluable training for anyone organising or writing proposals. Will reduce bid time and make responses customer friendly, which in turn will increase our win rate."

Sue Allen, Strategic Business Development Manager, QinetiQ.



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.shipleywins.com.au for audit report).



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Detailed workshop outline

Introduction

- Select winning proposals
- Proposal evaluation simulation
- Proposal features influence evaluators' scores
- Indicators of a winning proposal

Positioning

- Identify the decision maker, influencers, and issues
- Calculate a power rating
- From individual issues to organisational issues
- Prepare a bidder comparison chart
- Document and implement capture strategy
- Write your capture strategy
- Focus on your competitive position

Planning

- Build a winning cost/price approach
- Recognise the criticality of cost/price strategy to capture success
- Baseline solution and price
- Determine price to win
- Effect of scope on pricing
- Assess value
- Determine value collaboratively
- Use an effective value proposition
- Extend capture strategy into proposal strategy
- Emphasise your strengths
- Mitigate your weaknesses
- Highlight your competitors' weaknesses
- Downplay your competitors' strengths

- Prepare the proposal outline and compliance checklist
- Match your approach to the complexity of the bid
- Understand the need for compliance checklists
- Determine a proposal style
- Adopt effective page and document design principles
- Make use of style sheets
- Identify potential reuse material
- Effectively allocate your time

Preparing superior proposals

- Improve win rates
- How proposals differ from technical documents
- Prepare your proposal
- Organise your response to be clear and persuasive
- Implement your strategy
- Use headings
- Use theme statements and callouts
- Use section summaries
- Use section introductions
- Use graphics and action captions
- Follow writing guidelines
- Ghost the competition

Amending

- Review before submittal
- Use the proposal assessment checklist
- Milestone and quality improvement reviews
- Amend to increase your win potential



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

"Winning Proposal Strategies is one of the most relevant and pragmatic of sales oriented workshops I have attended. The skills learned can be immediately applied in the workplace to enhance our win rates."

Keith Morris, Strategic Account Manager, Optus Business

"Most people are self-taught including myself. I learned more in two days than I've learned in 20 years."

Peter Parathyas, Senior Project Manager, Richard Crookes Construction

"This course has provided accessible tools (and way of thinking) that can integrate relatively quickly into the consulting work as well as proposals. Thank you!"

Deanna Tuxford, Principal Consultant, Pacific Environment