

Master Winning Strategies to impress customers

Spend a day analysing the strengths and weaknesses of your recent proposals, and re-aligning with best practice

* To participate in this workshop, attendees need to have completed the Shipleys "Winning Proposal Strategies" workshop at least 6 months ago

Improve win rates by delivering on all the criteria that will make your offer the credible choice

Have you:

- X Been trained in Winning Proposal Strategies some time ago?
- X Been able to implement some aspects of the training but feel weaker in other aspects?
- X Noticed that your recent proposals are not as compelling as they should be?
- X Lost your focus on strategic bidding?

Use this workshop to:

- ✓ Refresh your understanding of what a winning proposal looks like
- ✓ Identify the opportunities you are missing to get the maximum evaluation score
- ✓ Re-focus on opportunity-specific strategy that will get and keep the customer's interest in your offer
- ✓ Plan to win!



Great opportunity for the team to discuss, review and share ideas"



A practical session that can be applied to what the team does every day"



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).



Improve win rates by delivering on all the criteria that will make your offer the credible choice

Detailed workshop outline

Refocusing on Key Learnings

- Win the Evaluation
- Exercise: Ensuring you meet the Compliance Criteria
- Start with a Compliance Checklist
- Develop a Proposal Outline
- Effectively Allocate Your Time
- Exercise: Rating your own Proposals on the Assessment Checklist scale

Assembling the Building Blocks of Strategy

- Understand Customer Hot Buttons
- Highlight Discriminators
- Find Your Customer's Hot Buttons
- Understand Business Issues
- Identify the Decision Maker, Influencers, and Issues
- Calculate a Power Rating
- From Individual Issues to Organisational Issues
- Utilise Hot Buttons in All Communications
- Collaborate to Define Customer Needs and Issues
- Know Your Competitive Position
- Exercise: Analysing your Use of the Bidder Comparison Matrix
- Complete a Bidder Comparison
- Derive Strategy from Discriminators
- Exercise: Reviewing Strategy Statements

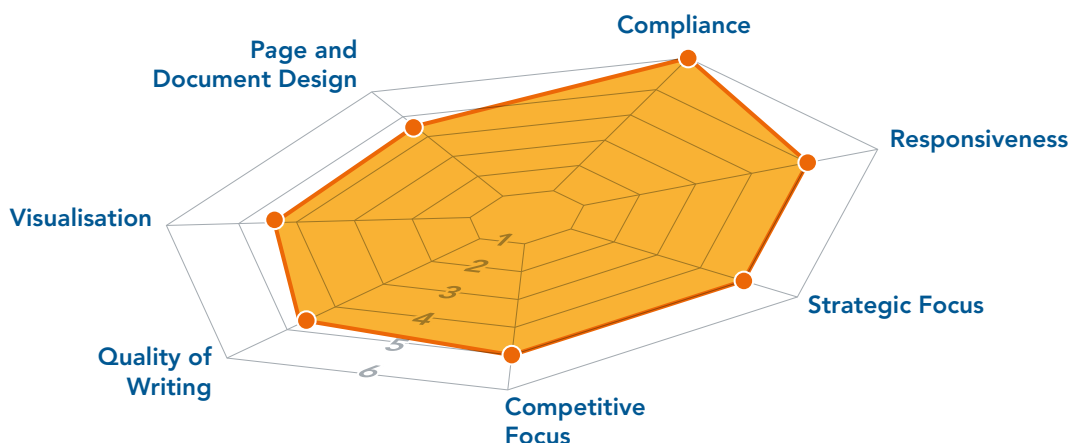
Getting Strategy into Your Proposal

- Keep Proposal Strategy on Track
- Emphasise Your Strengths
- Mitigate Your Weaknesses

- Highlight Your Competitors' Weaknesses
- Downplay Your Competitors' Strengths
- Exercise: Drafting Proposal Strategy Statements
- Use Proposal Strategy to Address Risk
- Use Theme Statements and Callouts to Convey Strategic Messages
- Substantiate your Claims
- Consider the Customer's Hierarchy of Trust
- Incorporate Proof into Theme and Benefit Statements
- Use Success Stories

Maintaining Document Quality

- Make Your Proposal Easy to Read and Evaluate
- Signpost Important Messages
- Organise Your Response to Be Clear and Persuasive
- Summarise at the Beginning of Each Section
- Introduce the Section Structure
- Proofread and Spell Check
- Consider Visuals as Essential to the Message
- Design to Highlight Key Points
- Consider Evaluators' Workloads
- Use Reviews to Improve Your Proposals
- Exercise: Identifying focus areas for improvement



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.