

Move your team faster from learners to experts

Gain full value from your training investment by providing your business development team with ongoing Shipleys consultant support.

Build your Business Development team capability with consistent, flexible and timely capture and proposal management support and reinforcement from Shipleys

You have invested in building foundation skills for key team members, in best practice capture and proposal management. Maximise your training investment, and ensure quickest time-to-benefit, by reinforcing best practice through ongoing Shipleys consultant support.

Are you looking to:

- ✘ Assure effective return on your investments in training your team?
- ✘ Gain a competitive advantage in your market by building customer perception of your value?
- ✘ Establish a more consistent and repeatable process for winning business?
- ✘ Build better teamwork and collaboration between Business Development, sales, marketing and proposals?
- ✘ Retain and develop your best Business Development (BD) people in an increasingly competitive market?

We can help you grow by:

- ✓ Following up initial skills development to avoid rapid drop-off in retention and effectiveness after training
- ✓ Focusing your team's efforts around better understanding and reflecting customers' needs, allowing you to increase your margins
- ✓ Extending the illustration of best practice BD into the practical application of effective process, tools and skills in your business environment
- ✓ Supporting and reinforcing the necessary changes in cross-team process, learning and coaching by your team leaders
- ✓ Providing personalised support for the career and developmental needs of your crucial BD team members

Who will benefit?

Anyone who has attended a Shipleys workshop and needs to put those skills to immediate use as a:

- Project Sponsor
- Business Developer
- Capture Manager
- Proposal Manager

"Our chairman was very impressed with the quality and content of one of our recent proposals. Of course, we credited Shipleys for the improvement in our business development documents."

"Many thanks to you and Shipleys for the consulting, guidance and mentoring. It undoubtedly assisted our success and provided me with skills into the future."

A SIMPLE, RESULTS-FOCUSED CONSULTING AND COACHING SERVICE



So, you have invested in Shipleys training for your key team members – particularly those with leadership roles or aspirations – in core skills for Capture or Proposal Management. And now you want to gain the benefits of that investment by ensuring they stay focused on applying their newly acquired insights and skills while maintaining their existing workloads.

Everyone has good intentions, and solid supporting reference materials from their Shipleys workshops, but several factors can slow down their path to turning those intentions into winning more business.

1. Practice is an essential part of embedding new learning, so just remembering which idea or tool to apply and when can take a while.
2. Those who are also attempting to supervise, lead and coach others in the new approaches, tools and techniques may feel they do not yet have all the answers that they need to do this with confidence.
3. Finally, the very objective you hired them for – Business Winning – is a deadline-driven activity that requires enduring focus and effort.

Shipleys' Business Winning Coaching program addresses these issues for you with capture and proposal management support and reinforcement.

STEP ONE: FOCUS

Accelerate participants' useful application of Business Winning best practice by assessing their current awareness and capabilities and prioritising focus areas for their support and development.

Your Shipleys consultant will co-create an agreed program of topics and leadership skills to be developed and implemented.

STEP TWO: LEVERAGE

Assist your team leaders in leveraging their learnings to best support their teams, as well as related stakeholders and contributors to your Business Winning efforts.

Their Shipleys consultant will coach them on how to best coach others to understand and apply Shipleys' Business Development principles, tools and techniques.

Regular three-way reporting between you, your participant and your Shipleys consultant will help you together to identify and manage around procedural or cultural roadblocks to best practice.

STEP THREE: ADVANTAGE:

Gain the Shipleys advantage by focusing activities around current capture or proposal activities to maximise your chances of winning.

Your customised program will focus on no more than three pending or current capture or proposal opportunities. And your Shipleys consultant will work with your identified team member or members, to help maximise your P^w_{in} (Possibility of winning) for these opportunities. Working with live opportunities provides the best on-the-job reinforcement – focused on the right issues and topics, in the proper order, at the best time.

HOW DOES IT WORK?

Four hours a month for six months is all it takes to secure the benefits of reinforced, guided application of workshop learnings.

- **One hour of 1:1 time every two weeks** with your Shipleys consultant. This contact is typically scheduled for a regular day and time but can be flexible.
- **Two hours of shared research and review** work by email and telephone.
- **Tasks and exercises** on opportunities – allocated, tracked and supported.
- Additional **consulting and coaching for peak load periods** available when required.
- While a single individual can participate, **peer support** from fellow participants is a big help. And for the organisation, the cumulative benefits of several people participating are considerable – contributing to broader awareness and adoption.