



Price your offer to win - profitably

Understand the factors that influence a winning price and how to estimate and review a price to win that optimises your deal margins

A tailored session to align your team to beat the competition

This workshop introduces a transparent, predictable and repeatable approach to pricing bids according to your competitive advantage. The workshop helps generate 'buy-in' from your bidding stakeholders and teaches the core principles to maximise bidding profitability.

Does your team:

- ✗ Find itself in a standoff between capture/sales leads and engineering and finance over setting a winning price?
- ✗ Struggle to articulate your pricing rationale?
- ✗ Feel you may be leaving money on the table?
- ✗ Have to contend with solution teams that are 'gold plating' above the customer's needs?
- ✗ Wish you had been smarter about walking away from some opportunities?

Learn how to:

- ✓ Bring the team together by balancing probability of winning against profitability
- ✓ Base your price on a real understanding of the customer's buying type and accurate data
- ✓ Optimise margins by working to shape the customer's budget and expectations
- ✓ Build a winning price into technical solution development
- ✓ Use Price to Win reviews to confirm or deny your assumptions and inform rational decisions

WHO SHOULD ATTEND?

- Senior Management
- Capture Managers
- Bid Managers
- Estimators
- Analysts
- Solution Developers
- Anyone who has input to pricing your offer

"This workshop absolutely hit the mark for all of us. For the first time we have a framework for developing pricing with a justifiable basis. It was an excellent workshop as was the Facilitator."

Feedback from a workshop participant



Training is delivered online by Alex King, Director and Founder of Amplio Services. The workshop incorporates case study exercises.



COURSE CONTENTS

Defining Price to Win

- The price/capability tradeoff: inputs to Price to Win
- Understand probability of winning: Pwin
- Price to Win in the Capture process
- Classify competitive intelligence
- **Case study exercise 1:** Identifying the customer's hot buttons

Establishing the Price to Win range: customer budgets

- Identify key customer factors
- Assess the customer's buying type
- Understand the customer's trade space – early and late
- **Case study exercise 2:** Calculating the addressable customer budget

Establishing the Price to Win range: competitor trade space

- Understand the competitor's trade space
- Three types of competitor strategy

- Adapt each strategy to the customer's buying type
- Five approaches to estimating
- Use 'wrap rates' to benchmark competitor rates
- Analyse data from Financial Statements
- **Case study exercise 3:** Estimating the competitor's price

Establishing the Price to Win range: Technical Assessment

- Understand your own trade space
- Use Price to Win to drive strategy and design to cost
- Buyer and seller approaches to procurement
- **Case study exercise:** Estimating technical scores

Reviewing Price to Win

- Refine Price to Win range through the pursuit
- Test your Price to Win hypothesis
- Review competitive intelligence
- **Case study exercise 5:** Presenting the Price to Win

WORKSHOP MATERIAL

- Shipley Capture Guide
- Shipley workbook with exercises
- Tools and templates



DIGITAL BADGE AND ACCREDITATION

On completion of the workshop you will receive a **digital badge** which you can share via social media.



This training can also start you on the path to Shipley accreditations in the BD Lifecycle Leadership, Strategy Development and Capture Planning subject areas.



BD Lifecycle Leadership



Strategy Development



Capture Planning

For more information about how to achieve accreditations, go to www.shipley-accredit.me