

Select and win profitable business

Optimise complex deal margins using smart, proven Price to Win processes and tools.

A tailored session to align your team to beat the competition

Does your team:

Learn how to:

- | | |
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| <p>X Find itself in a standoff between capture/sales leads and engineering and finance over setting a winning price?</p> | <p>✓ Coordinate all key team members to work together on complex bid Price to Win</p> |
| <p>X Have to content with solution teams that are 'gold plating' above the customer's needs?</p> | <p>✓ Build a winning price into technical solution development</p> |
| <p>X Struggle to express your pricing rationale?</p> | <p>✓ Base your price on a real understanding of the customer's buying type and accurate data</p> |
| <p>X Feel you may be leaving money on the table?</p> | <p>✓ Optimise complex deal margins with more complete information and better assessments</p> |
| <p>X Wish you had been smarter about walking away from some opportunities?</p> | <p>✓ Schedule and integrate Price to Win in your capture process and governance</p> |



A very good core understanding of Pricing to Win.

Anybody involved in the capture lifecycle should take part."



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).

A tailored session to align your team to beat the competition

Detailed workshop outline

Introduction

- Price to Win (PTW) in Capture
- Understand the PTW Concept - New ideas introduced and misconceptions dashed
- Definitions and examples
- The role of PTW in the Capture process
- Implementing a structured process to build value over time
- How to use PTW to better inform opportunity qualification
- How to initiate PTW at the best time in the Capture Phase
- When to update PTW in the Capture phase
- The critical elements of a Pricing To Win analysis
- The five key steps to follow

Price to Win as a team activity

- Why PTW belongs to the whole team, not just finance, engineering or BD
- Benefits for Senior Management of good PTW process & skills
- The 3 key PTW skills sets
- Balance team workload by effective iterations of PTW

Determine the 'Price to Win'

- Understand the customer
- Use customer Hot Buttons and price expectations to determine likely capability/price trade-offs
- Understand the competition

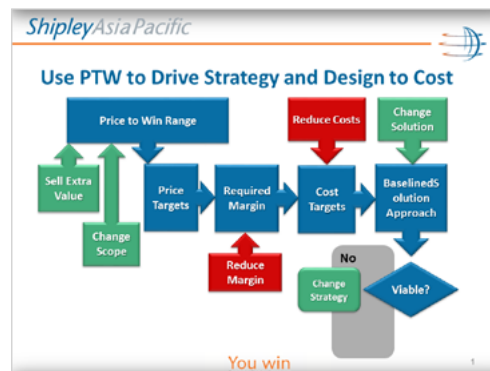
- Use "triangulation" and "iteration" of multiple estimating tools to legally and ethically estimate pricing that competitors go to great lengths to keep private
- Determine potential pricing strategies
- Pick the right mix of approaches and tools
- Understand the relationships between price to win, top-down and bottom-up costing

Use PTW to defeat your competition

- PTW's importance in building a convincing Value Proposition
- PTW data sets to defend pricing

Integrate PTW with your overall win strategy

- Strengthen the impact of win strategy and messages by connecting them to PTW
- Ensure ongoing senior leadership team understanding and support
- Defend your bid budget
- Use PTW to justify a late stage no-bid if necessary



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 the Shipleypacific Capture Guide, documenting best practice in planning and implementing effective campaigns to win business.

Recommendations from previous participants

"One of the most appropriate and useful training courses for many years. Highly recommended for all capture leads."

"Excellent introduction to complex but vital aspects of Capture."

"Very efficient experience that provided me with lots of insights within only a few hours."

"Spot on - education in PTW is a MUST."