

## Bid strategically, bid to win

Strategies that start with the prospect's needs and finish with a series of actionable tactics lay the foundations for successful bids.

An interactive online workshop in which you will learn to use powerful but simple tools to transform your capability of winning business -

If you do not know why the prospect should select your solution, how are you going to convince them to buy from you?

This workshop gives participants the techniques and tools to determine their competitive position and select the right opportunities to invest in by understanding how and why they can win. Learn to use that understanding to shape and communicate an offer that is most desirable to the prospect.

Find out how to turn strategies into tactics that the team can use in planning and writing a persuasive proposal. Use these skills to provide the strategic input they need to implement the best practice learned in the Managing Strategic Proposals and POWERful Proposal Writing workshops.

Are you:

- ✗ Responding to opportunities without understanding what is needed to win them?
- ✗ Missing out on opportunities that you thought were in the bag?
- ✗ Focusing on the solution, not the customer's needs?
- ✗ Strategising, but not following through?
- ✗ Unable to predict bid success?

Learn how to

- ✓ Select the best opportunities to pursue
- ✓ Track your real chances of bid success
- ✓ Build customer loyalty based on in-depth understanding and clear communication
- ✓ Take measurable steps to improve your competitive position
- ✓ Have a clear understanding of what you need to do to win an opportunity

This online, instructor-led course is delivered in four sessions on a single day, with breaks between. Practical exercises are included within the workshop schedule.

### WHO SHOULD ATTEND?

- Capture Managers
- Proposal Managers
- Sales Managers
- Business Development Professionals
- Anyone with responsibility for an opportunity.

*"It 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."*

Strategic Account Manager

*"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!"*

Principal Consultant,



## COURSE CONTENTS

### Pre-Course:

- Pre-workshop questionnaire

### Session 1: How proposals are evaluated

**Session Objective:** Understanding what influences evaluators' decisions.

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

### Session 2: Positioning

**Session Objective:** Understanding the buyer and how to align your solution to their needs and issues

- Identify
  - Decision makers
  - Influencers
  - Their issues
  - Calculate power ratings
- 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

### Session 3: Planning

**Session Objective:** Increase your chance of success by creating actions that improve the buyer's perception of you.

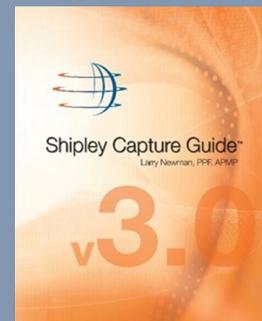
- Extend capture strategy into proposal strategy
- Review your strategy statements to:
  - Emphasise your strengths
  - Mitigate your weaknesses
  - Highlight your competitors' weaknesses
  - Downplay your competitors' strengths

### Course evaluation

Application exercises are part of this online course. Learners are expected to complete all exercises within the timeframe of the course schedule.

## WORKSHOP MATERIAL

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



## DIGITAL BADGE & 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 Sales Leadership, Strategy Development and Capture Planning subject areas.



For more information about how to achieve accreditations, go to [www.shipley-accredit.me](http://www.shipley-accredit.me)