

Increase your win rate dramatically

Learn the powerful tools we use to win bids that change our clients' businesses - and will change yours

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

Winning profitable business means convincing prospects of the value you bring. To do that you need to understand how they will evaluate your offer – and how to tailor your proposal to maximise success.

This workshop uses experiential learning to give participants an understanding of the factors that influence evaluators. It then shows how you can use simple tools to turn your customer knowledge into a precise strategy for winning competitive opportunities. The workshop joins the dots by identifying and actioning the steps needed to turn a winning sales effort into a winning proposal.

Are you:

- ✗ Losing more bids than you are winning?
- ✗ Unable to predict bid success?
- ✗ Struggling with a bid team that doesn't work well together?
- ✗ Stressed by working around the clock on bids?
- ✗ Concerned about a major bid on the horizon that you must win at all costs?

Learn how to

- ✓ Increase your win rate dramatically in the near term
- ✓ Have a clear understanding of what you need to do to create a winning submission
- ✓ Increase the efficiency of your bid team to make it easier to get winning tender responses out the door
- ✓ Reduce the time you spend responding to tenders
- ✓ Maximise your chance of success on major bids

WHO SHOULD ATTEND?

- Capture Managers
- Proposal Managers
- Sales Managers
- Proposal Writers

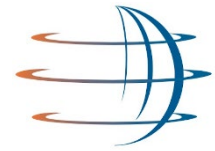
"This course will change your thinking individually and as an organisation when you approach a proposal. It highlights through clever processes and planning how you can produce winning documents that mirror the client's needs and tick all their requirements."

Assistant Manager,
Clients and Markets

"One of the most applicable and effective courses I've been on in years. Not a waste of time! Exceeded all expectations."

Senior Engineer

This instructor-led course is delivered over two days, with breaks between. Practical exercises are included within the workshop schedule.



COURSE CONTENTS

Understanding the evaluation

Exercise: Evaluating proposals

- Proposal features influence evaluators' scores
- Indicators of a winning proposal
- **Exercise:** Assessing proposals using the 7 criteria

Positioning to win

- Step 1: Identify the decision maker, influencers, and issues
- Meet customer needs
- **Exercise:** Calculating power ratings
- From individual issues to organisational issues
- Step 2: Prepare a bidder comparison matrix
- **Exercise:** Completing a Bidder Comparison Matrix
- Step 3: Document and implement capture strategy
- **Exercise:** Drafting strategy statements

Planning your offer and proposal

- Effectively allocate your time
- Build a winning cost/price approach
- Determine Price to Win
- Use an effective value proposition
- Prepare the proposal outline and compliance checklist
- **Exercise:** Evaluating compliance
- Extend capture strategy into proposal strategy

- **Exercise:** Drafting proposal strategy statements
- Assign proposal strategy statements to proposal sections
- Determine a proposal style
- Identify potential reuse material

Preparing a winning proposal

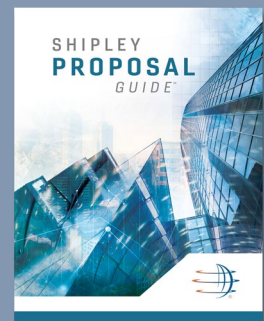
- How proposals differ from technical documents
- **Exercise:** Comparing technical documents and proposals
- Prepare your proposal
- Organise your response to be clear and persuasive
- Implement your strategy
- **Exercise:** Drafting informative headings
- **Exercise:** Enhancing theme statements
- Use graphics and action captions
- **Exercise:** Interpreting graphics
- Use success stories
- **Exercise:** Crafting success stories
- Follow writing guidelines
- Ghost the competition

Amending to maximise evaluation scores

- Use the Proposal Assessment Checklist .
- Amend to increase your win potential

WORKSHOP MATERIAL

- Shipleys Proposal Guide
- Shipleys workbook
- 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 Shipleys accreditations in the BD Sales Leadership, Strategy Development, Proposal Management and Proposal Writing subject areas.



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