

# Asia Pacific Business Development, Tender and Proposal Survey 2008 - Results

5 January 2009

*This document is divided  
into the following sections:*

*Methodology*

*Win Rates*

*Process Implementation*

*Implications for Best  
Practice*

*Thank You*

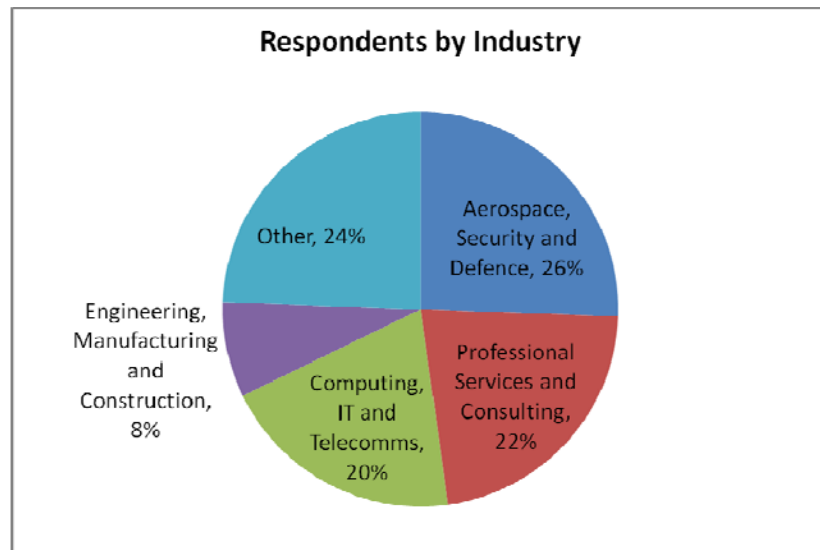
*About Shipley*

## Methodology

Shipley has been in Apac since 2003 and during the past five years we have worked with most of the major players in the defence, IT&T, engineering and professional services industries, as well as a number of other major organisations in other industries.

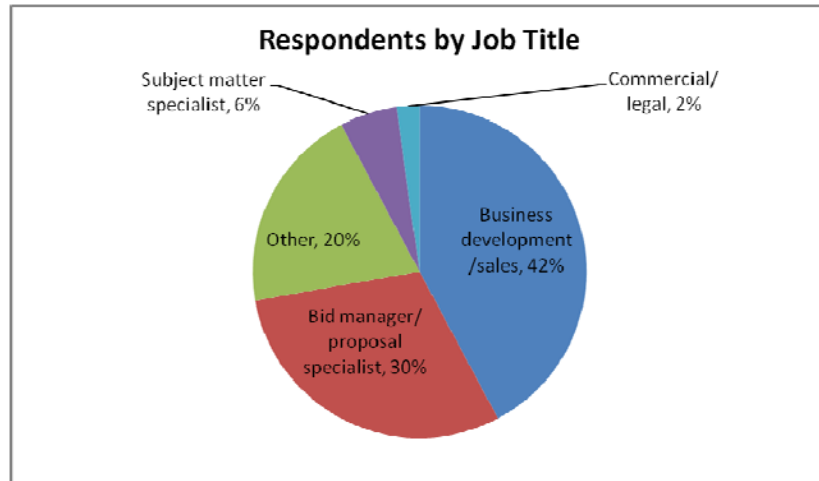
On 15Dec08 we conducted a survey by emailing 2778 people from our database and asking them to respond by 31Dec08 to a short online questionnaire on our web site.

Responses were evenly split between the major industries that we support:



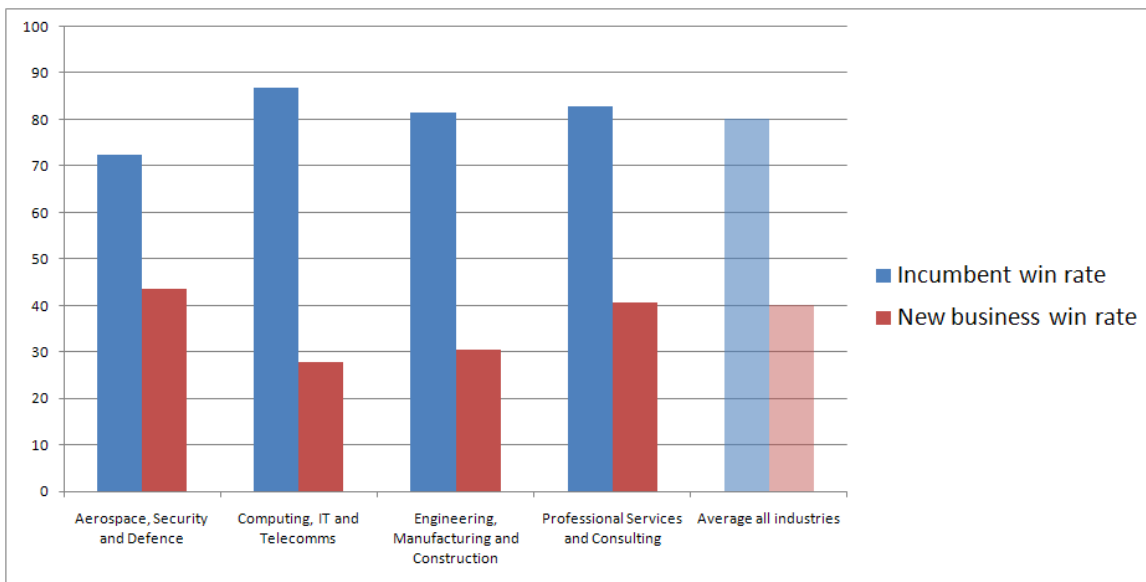
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In general, the people who responded identified themselves as business developers and salespeople:



## Win Rates

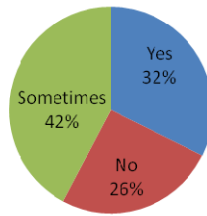
One of the key questions that we asked was regarding win rates; not only were there significant differences between win rates for incumbent suppliers and non-incumbents, there were also significant differences between industries:



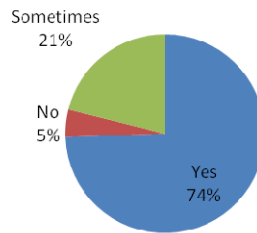
## Process Implementation

We asked a number of questions around implementation of key processes within BD; results for all respondents were as follows:

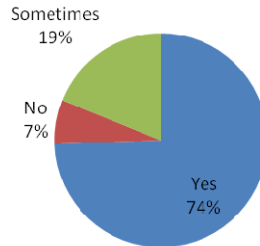
**Do you respond to tenders when you have not met with the customer before the RFT is issued?**



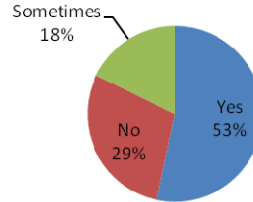
**Do you follow a written bid/no bid decision process?**



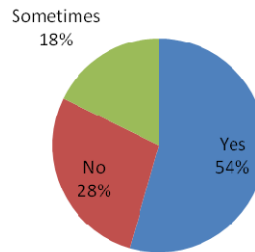
**Do you follow a written bid/proposal development process?**



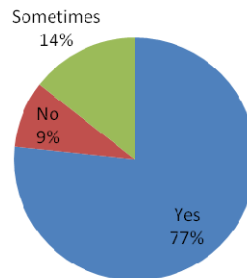
**Does your organisation track your hours spent in developing bid responses?**



**Does your organisation track actual bid costs?**



**Do you or your organisation track bid and proposal win rates?**



## Implications for Best Practice

Despite the obvious limitations of the methodology, some clear trends are visible from the results.

Data	Trend	Implication
<b>Incumbent win rate across all responses</b>	Win rates for incumbents are close to 80%; higher in IT&T	This is borne out by other Shipley research; the implication is that if you are not the incumbent, you should have a good reason for thinking that you can win before you decide to bid, particularly in IT&T.

Data	Trend	Implication
<b>Win rates by industry</b>	Non-incumbent win rates range from over 40% to just over 20%; incumbent win rates range from nearly 90% to just over 70%	Check your win rates against your industry and implement urgent corrective action if yours is below the industry average.

## Thank You

Shipley Asia Pacific would like to thank all of those that took the time to respond to our survey, and congratulations to the winner of the Shipley Capture Guide - you know who you are!

## About Shipley

With a **proposal consulting win rate of 82%**, our "real-world" proposal managers, trainers, and process designers are recognized leaders in developing today's standards for proposal strategy and business acquisition. We offer a unique mix of consulting, training, and process implementation expertise tailored to meet each client's internal requirements.

Our clients include:

- **43** of the top **50** Fortune 500 companies worldwide
- **23** of the world's biggest **25** defence contractors

Shipley started in 1972 in the US, and now has significant offices in the UK and Europe, helping both local and international clients win business. Shipley Asia Pacific started in 2003, and has had significant successes with clients in **Australia, China, Japan, Malaysia, Singapore, India and Thailand.**

### Proposal Consulting

Shipley has over 200 trained, experienced consultants available to meet our clients' needs. Many of them have already had long careers as senior Business Development executives or senior managers.

Over the past five years in Apac, Shipley has achieved a win rate of 100% where the client is an incumbent, and 64% for new business.

We also provide support roles such as writers, graphic artists and proposal production staff.

### Workshops

You will benefit from tailored 1-, 2- or 3-day workshops, the bulk of which are delivered in-house to match particular client needs.

Our workshops are highly experiential, and involve detailed worked case studies. Workshops are limited to 15 attendees.

Shipley workshops deliver the skills and tools you need to win more business.

### Process Implementation

You will get most long-term benefit from the implementation of Shipley methods for all of the major proposals and bids that your organisation develops.

A permanent increase in win rate, and a permanent reduction in bid and proposal costs has a significant impact on your bottom line.

*"Through Shipley's help, we have the ultimate resources to create proposal materials that support our sales people in winning business. We are now able to more effectively show the value of our products to potential clients."*

**Ross Dorras, Marketing Manager, Kodak**

*"After training 80 pre-sales professionals, our win ratio for major bids has risen to 70%, from a significantly lower base the previous year"*

**GM, Bids and BD, large Australian telecommunications company**