

Introduction to Shibley:

How to Win More Business

1. Develop compelling, customer-focussed proposals through aligning your team with common strategy and disciplines

Organisations that are achieving a win rate in excess of 70% have at least two things in common:

- Their Business Development, Proposal Development and Subject Matter Experts are **aligned** with common disciplines in terms of their proposal strategy and development. These disciplines start from the moment a sales opportunity is identified and continue through to the development of your Executive Summary, Proposal and subsequent client presentation.
- Their proposals and tenders are built through focussing on the **needs of the client** and addressing underlying business issues that typically **aren't articulated in the tender request**.

Shibley facilitates alignment of internal teams through a number of highly experiential in-house workshops.

Shibley's training programs complement sales methodologies such as SPIN, Miller Heiman and Target Account Selling. We ensure the information you are capturing about your clients is actually used to develop compelling customer-focussed proposals.



"The Shibley workshops are very compelling, and the uptake of the ideas has been excellent. In the past we were too engineering oriented rather than customer oriented. Staff now say to each other "How would I say that in a Shibley way?"

Business Development Manager, Multinational Defence Contractor, Australia

Key outcomes:

Increase your win rate

Reduce your bid costs

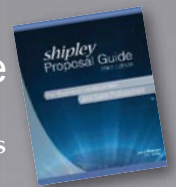
Increase profits

Win more than you lose

Develop a winning corporate culture

shibley Proposal Guide

Third Edition



Included with Shibley's Winning Business workshops

The **Proposal Guide** contains 62 topics and 17 model documents. Each topic section provides a summary of key points.

Shibley: **82%** win rate across all engagements in the past 5 years / We help clients with over **\$300Bn** in bids a year / Trained over **30,000** BD professionals / Clients include **43 of top 50 Fortune 500** / Offices throughout US, UK, Europe and Asia Pacific

2. For major proposals:

- Seek independent validation of your client engagement and proposal development strategy
- Deploy a response methodology that leaves nothing to chance

Shipleys helps clients ensure they win through:

- Critiquing your chance of success through a rigorous **Bid / No Bid evaluation**
- Validation of your client **pre-engagement strategy**
- Validation of your understanding of the client's **decision makers**, their 'hot buttons' and how to prove your unique ability to fulfil their needs
- **Competitor assessment** – identifying client perceptions of your capabilities, those of your competitors and validation of your discriminators i.e. differentiators your client actually cares about
- Milestone consulting – to make sure your entire team is on track to capture information needed to develop a truly **compelling, customer-focussed proposal**
- Development of **strategy and proposal development themes** - how to emphasise your strengths, mitigate your weaknesses, downplay your competitors strengths and highlight their weaknesses (all without naming them)
- Assistance in development of the proposal – providing **additional resources** to your team such as project managers, writers, graphic artists

Shipleys was the original developer of the world's best practice for Business Development, now in the public domain with the Business Development Institute



3. Implement a business and proposal development process that is repeatable and scaleable

Clients that are consistently winning have a defined business and proposal development process in place, which is both repeatable and scaleable. Such organisations are typically investing 70% of their effort prior to a proposal being requested. In many organisations the bulk of the effort is done after the proposal request comes from the client, resulting in a low win rate and response team 'burn out'.

Shipleys works with organisations to implement process change that has proven to deliver a higher win rate, lower response costs, more profit and a winning corporate culture.

About Shipleys

Shipleys is a global leader in helping clients win more business through their proposals.

Shipleys Asia Pacific commenced operations in 2003 and over the past 3 years has:

- Supported clients on bids worth in excess of \$760 Billion
- Delivered a win rate of over 80% (measured on all clients / industries)

Our clients are represented in the following sectors:

Information technology, Defence, Telecommunications, Engineering, Facilities Management, Infrastructure, Recruitment, Security, Construction, Health, Legal, Insurance, Consulting, Utilities, Printing, Environmental Services