

Intensive 1-day workshop:

## Billion-dollar Graphics

This hands-on workshop (20% lecture, 30% discussion, 50% simulation exercise) will deliver real value by allowing you to learn key lessons which will drive your proposal development process.

### Learn How to Turn Ideas into Proposal Graphics that Sell

What others have said:

"... training session was an immediate hit ... participants were so excited they started using the new methodology the very next day."  
Director of BD Operations, **Nortel**

"... indispensable tool for anyone in the proposal business." Nathan Chiantella, **Lockheed Martin**

"... very enlightening and educational ... tremendously rewarding."  
Gary Pierson, **Camber Corporation**

"The power of the process is that it eliminates rewrites, gets the message right, and validates your approach all at the same time."  
Bob Gillette, **CRI**

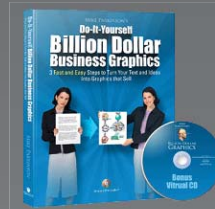
### Key outcomes:

Make sure that the central message in your proposal has **immediate and lasting impact**

Improve tender win rates

Reduce graphic rework time and cost

Designed for: Sales Managers, Account Managers, Business Development Managers, Marketing Bid Specialists

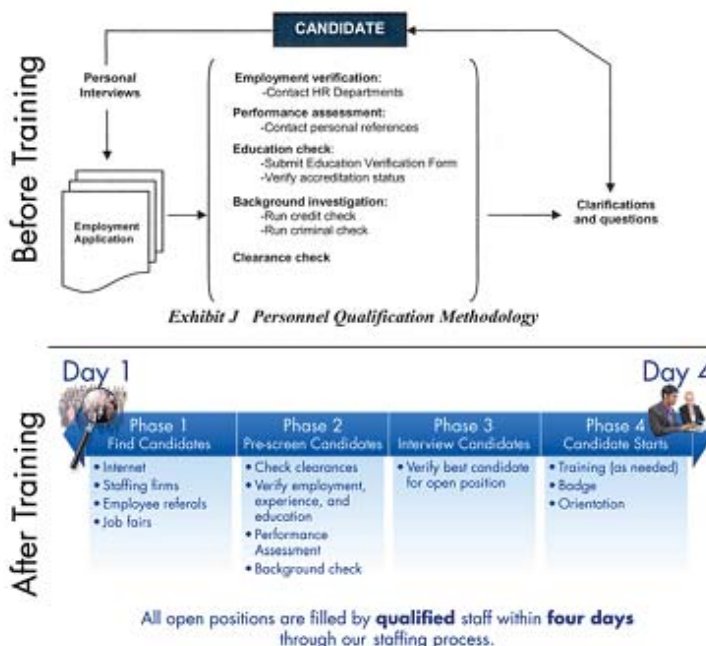


Every trainee receives a copy of the successful business graphics guide, *Do-It-Yourself Billion Dollar Business Graphics: 3 Fast and*

*Easy Steps to Turn Your Text and Ideas Into Graphics That Sell.* This book reinforces the training, offers over 400 real-world graphic samples to inspire, and includes a Virtual CD with templates and business graphics to get you or your team started.

Shipleys: 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

Upgrade your proposal graphics to win more business



### **Detailed workshop contents**

#### **Graphics 101: a basic understanding of visual communication**

Why graphics matter

How to estimate level of effort, support, and schedule projects

Styles; Vector vs. raster; Colour theory; Fonts; Icons and symbols; Resolution and dimensions; Templates

#### **Conceptualization: how best to translate words and ideas into clear, compelling graphics**

The Lifecycle of a Winning Graphic (overview and introduction)

**Step 1** - Know the P.A.Q.S.: The Primary Objective; The Audience; The Questions; The Subject Matter

P.A.Q.S. Questionnaire

Interactive Testing and Application

**Step 2** - Conceptualize: Four Methods; Design Techniques; Affecting Emotions; Interactive Testing and Application

**Step 3** - Render

Problem Solving - Three Traps and Eight Rules

Interactive Testing and Application

Putting It All Together - Interactive Application

Real-world application

### **Book now**

**Shipleys workshops are highly interactive, and involve hands-on exercises led by an expert trainer. Typical workshops hold no more than 15 trainees. Book now at [www.shipleyswins.com.au](http://www.shipleyswins.com.au)**

### **What else can we do for you?**

Shipleys will:

#### **Train your staff to win**

Shipleys workshops cover all aspects of winning: capture planning, bid strategy, proposal writing and post-bid oral presentations.

#### **Help you win a specific opportunity**

We consult on hundreds of billions of dollars worth of bids each year, and win over 80% of them. Our consultants will help you identify opportunities, craft strategy, analyse your competitors and work out what you need to do to win. We'll even write your bid document for you if that's what you need.

#### **Improve your internal tools and processes**

If you already have a set of internal tools for business development, we'll benchmark them against best practice, and suggest improvements.

#### **Provide additional resources when you need them**

We will provide writers, bid managers and graphic artists, on tap when they're most needed.