

Intensive 1-day workshop:

Director's Forum: Winning and Retaining Business

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 business development process.

Excellent client feedback on outcomes from "Director's Forum"

We asked: "How will the skills you learned contribute to your organization's overall mission?"

And workshop attendees wrote:

"Increased awareness to guide, if not directly prepare major bids"

"Assist in setting priorities for tendering"

"Better return for sales effort. Better customer focus and tender result."

"Move from ad hoc to CMM level 2"

"Increase bottom-line revenue by bidding on qualified, relevant, profitable business"

"Will be able to apply in developing new & repeat business"

"We want to grow by 20% per annum. Winning more of the right projects will achieve this"



Positioning:
Marketing.
Presence and capabilities.

Pursuit:
New leads shortlisted.
Bid/No Bid.

Capture:
Individuals positioned.

Use your knowledge of the Customer Buying Cycle to increase your win rate

Key outcomes:

Stop your team spending money on unwinnable tenders

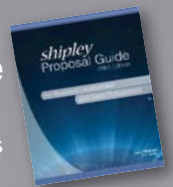
Retain existing business

Introduce a repeatable, known process to business development strategy development

Focus your whole organisation around your customers' needs

Designed for: General Manager, Divisional Manager, Managing Director, COO, Sales Director

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

Detailed workshop contents

The Business Development Process

Introduction: Business Development Overview;
What BD needs; The Information Gap; Exercise:
Win/Loss Debrief

Proposals in Business Development Process: Follow-
ing a Winning Process; Small Process Changes
Can Generate Exponential Improvements; Exer-
cise: Assessing the Impact of Process Changes
Focus On The Front End First

Some Sample Tools

Decide Not To Bid
Know Where We Stand vs. The Competition
Process Tool Examples
Revisit bid decisions
Gaining a Customer Focus Perspective: What Is
Customer Focus?; Ranking the Customer Focus of
Five Executive Summaries
Prepare A Bidder Comparison Matrix; Exercise:
Completing a Bidder Comparison Matrix
Document and Implement Sales Strategy; Mitigat-
ing Weaknesses & Ghosting

Implementing Best Practice

Leveraging information from existing Sales meth-
ods: Shingley Information Collection Method; Sales
Methodology to Support Sales Strategy Imple-
mentation; Shingley Collaboration Method
Plan to improve business development results;
Improved Skills and Tools Will Help You Win
More Business.
Action Plan

Book now

**Shingley 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.shingleywins.com.au**

What else can we do for you?

Shingley will:

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.