

Intensive 2-day workshop:

Winning Proposal Strategies

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.

Excellent client feedback on outcomes from "Winning Proposal Strategies"

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

And workshop attendees wrote:

"Allow us to win more business by writing better proposals"

"More focused proposals. Greater efficiencies."

"Avoiding the time crunch"

"Will help us win more tenders & help us organise the tender writing tasks so not to do everything in the 11th hour"

"More effective planning prior to kick off meetings"

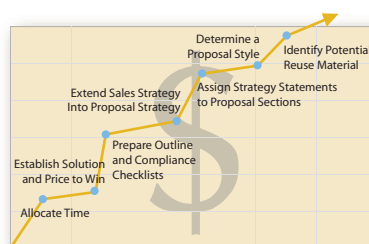
"Win the right work, be more aligned"

"Effective proposals, increase win rates, happier staff"

"Efficiency, Effectiveness, Winning!"

"Being able to think from the buyer's perspective and accurately grasp their requirements as well as respond to them, will make it possible to write proposals that have a high win rate"

"Higher margin sales"



By following key planning steps, you can win more business while reducing costs

Key outcomes:

Prove to your customers that you are uniquely placed to meet their needs

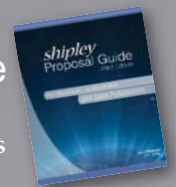
Cut proposal time and costs

Keep proposal quality high by using a consistent process

Focus your whole team around the customer's needs from day one

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

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

Introduction

Superior Proposals Improve Win Rates: How Proposals Differ From Technical Documents
Exercise: Comparing Technical Documents and Proposals
Shibley Proposal Guide Exercise: Presenting Proposal Guide Topics
Select Winning Proposals: Proposal Evaluation Simulation; Proposal Features Influence Evaluators' Scores; Indicators of a Winning Proposal
Exercise: Comparing Two Proposals

Positioning to Win

Identify the Decision Maker, Influencers, and Issues: Calculate a Power Rating; Exercise: Positioning the Opportunity; From Individual Issues to Organisational Issues; Prepare a Bidder Comparison Matrix; Identify sub-categories of requirements or evaluation criteria; Exercise: Completing a Bidder Comparison Matrix
Document and Implement Sales Strategy: Write Your Sales Strategy; Focus on Your Competitive Position; Exercise: Drafting Sales Strategy Statements

Planning your Proposal

Build a Winning Cost/Price Approach: Recognise the Criticality of Cost/Price Strategy to Capture Success; Baseline Solution and Price; Determine Price To Win; Effect of scope on pricing
Assess Value: Determine Value Collaboratively; Use an Effective Value Proposition
Prepare the Proposal Outline and Compliance Checklist: Match Your Approach to the Complexity of the Bid; Understand the Need for Compliance Checklists; Exercise: Understanding the Need for Compliance Checklists; Prepare the Compliance Checklist
Extend Sales Strategy into Proposal Strategy: Emphasise Your Strengths; Mitigate Your Weaknesses; Highlight Your Competitors' Weaknesses; Downplay Your Competitors' Strengths; Extend your Sales Strategy Statements into Proposal Strategy Statements
Determine a Proposal Style: Adopt Effective Page and Document Design Principles; Make Use of Style Sheets; Identify Potential Reuse Material
Allocate Your Time Effectively

Preparing the Proposal

Prepare Your Proposal: Organise Your Response to Be Clear and Persuasive; Implement Your Strategy; Use Headings; Exercise: Drafting Informative Headings
Use Theme Statements and Callouts; Exercise: Enhancing Theme Statements; Use Section Summaries; Use Section Introductions; Use Graphics and Action Captions; Exercise: Interpreting Graphics; Use Success Stories; Exercise: Crafting Success Stories; Follow Writing Guidelines; Ghost the Competition

Amending to Win

Review Before Submittal: Use the Proposal Assessment Checklist; Milestone and Quality Improvement Reviews; Amend to Increase Your Win Potential

Book now

Shibley 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.shibleywins.com.au

What else can we do for you?

Shibley 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.