

Shipley

2017 COURSE CATALOGUE

This Catalogue has been designed by

"Thanks a lot for delivering this great quality campaign video for Accenture Digital. Brilliant job indeed. The storyline has been carved beautifully into animatic format, delivering a clear and convincing message to our audience."

- Anant Shukla
Accenture Digital



ANIMATED VIDEOS

Create amazing 2D Explainer Videos or Whiteboard animation Videos for your Executive Summaries & Solution Simulations.



VOICE OVERS

Bring your videos to life with our professional voice artists. Choose between British, American & Various Regional Indian Accents.

GRAPHIC DESIGN

Create, Design & Edit pictures & graphics for your proposals that persuade the customer to select your solution.



Shipley
Creative Services



INFOGRAPHICS

Create Stunning Infographics to explain complicated concepts in a simple and effective manner. Increase your persuasiveness through the use of Infographics.



COPY EDITING

Tidy up documents, fix formatting issues, Design Documents, Publish EPUB's & a lot more with Shipley Creative Services.



MULTIMEDIA PROPOSALS

Make navigation easy through the use of Multimedia Proposals. Browse through the proposal with Buttons, Pictures, Videos, Presentations, etc. in a software or create interactive PDF's.



"With the help of Shipley developing our creative content, our presentation stood out from the competition. As a result, we were the presentation and not the Powerpoint. We have been shortlisted to the next stage."

- Sales Professional
BPO Company

Shipley

Whether you need immediate help on a must-win proposal or a complete transformation of your business development process, Shipley can help. Our experienced cadre of proposal consultants and experts can help on real-time proposal projects or provide training to build lasting, organic capability. If you would like an initial free consultation contact Shipley to understand how you can improve performance in all aspects of proposal management and business development.

Companies choose Shipley for onsite tailored training to orient new employees or build long-term, sustainable business development capability. Our blended learning approach give clients flexibility to bring a single workshop onsite or to combine multiple workshops for a tailored learning experience. All Shipley workshops are hands-on, exercise-intensive using proven adult learning theory. Participants receive tools and templates that are immediately helpful in performing sales, capture, and proposal development tasks. Each workshop also includes a workbook and one of Shipley's award-winning guidebooks to reinforce best practices and principles.

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Writing Winning Proposals

Workshop Overview

Improve your sales effectiveness with proven proposal development tools and techniques that support your sales objectives.

Writing Winning Proposals will teach you to align your proposal to customer needs and allocate resources in a way that improves your overall win rate.

Learn how to:

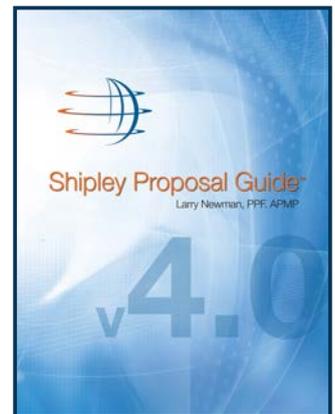
- Plan customer-focused proposals that sell
- Align your sales and proposal strategies
- Integrate your sales strategy into the proposal
- Exceed customer expectations on every proposal

Writing Winning Proposals

Course Structure

The two day workshop uses simulations, discussions, and role-plays, participants learn and practice the skills to plan and prepare winning proposals:

- **Select Winning Proposals.** Gain a competitive advantage by understanding how proposals are evaluated and how winners are selected.
- **Position Your Proposal to Win.** Learn a “framework process” to identify resource needs and competitive information necessary for developing a winning proposal. Learn to develop an effective sales strategy built on bringing value to the customer.
- **Plan Your Proposal.** Learn the steps to plan a responsive, customer-focused proposal by determining the best proposal style, establishing a baseline solution, preparing a proposal outline, and extending the sales strategy into a proposal strategy.
- **Amend Before Submittal.** Improve your competitive position by using self- and peer-reviews to amend your proposal. Use best-practices guidelines to reduce rework, rewrites, and waste.
- **Existing Sales Tools and Techniques.** Use time-saving tools and techniques to generate a customer-focused proposal.



Participants receive a copy of Shipley's award-winning Proposal Guide.

Who Should Attend?



Writing Winning Proposals Course Agenda

Topics	Details
Understanding What A Good Proposal Looks Like	An exercise to compare two proposal (Written with Shipleys guidelines and general proposal) with pre-defined Shipleys criteria for good proposal
The Shipleys indicators of a best practice proposal	Instructor led session to discuss following 7 attributes of proposal <ul style="list-style-type: none"> • Compliance • Responsiveness • Strategic Focus • Competitive Focus • Quality of writing • Visualization • Document design
Bid Qualification	Instructor led session to qualify a bid. Following this session participants will be divided in different teams and will work on a case study scenario for the rest of the workshop to determine Proposal Planning, Key Aspect of Bid, Differentiators, Weakness, Comparison Matrix
Identifying customer hot buttons	An exercise to create Win Themes, Identify Customer's issues with Shipleys specific framework. Using the Shipleys Bidder Comparison Matrix to understand how well we are positioned against the customer 'hot buttons' and against the likely competition
Proposal Strategy	An exercise to drive how we will communicate 'why us' and 'why not them' in our proposal with example. We will develop proposal strategy statements to highlight our strength and competitor's weakness
Value Propositions	Instructor led discussion followed by exercise which help us to create customized value propositions for each opportunity and to identify the different types of value that each evaluator will recognise.
Executive Summary development	Instructor led discussion to develop an executive summary which should cover theme statements, how to introduce Hot Buttons, Solution Highlights, Commercial summary and next step. Shipleys will provide a sample executive summary.
Theme Statements	An exercise to draft theme statements which communicate our key messages (Why Us and Why not others) to the customer.
Proposal scheduling	Instructor led discussion covering the key aspects of bid planning.
Prepare to Win	Instructor led discussion that will cover: <ul style="list-style-type: none"> - Key activities before Kick Off meeting - List of deliverables for Kick Off meeting - What do you need to extract from RFP - Plan for reusable material - Plan for headings, caption and effective graphics - Developing proposal outline - Using storyboard to construct proposal sections - Writing guidelines
Bid Approval process	Instructor led discussion about various reviews and how to conduct them.
Exam with 20 questions	To evaluate participants' learning form workshop.
Final Exercise	Develop key messages and graphics for the Executive Summary.



Effective Presentations

Workshop Overview

Effective Presentations will teach participants the basic fundamentals of preparing for and delivering presentations.

The workshop is offered in a classroom setting for 8-12 participants. Training is interactive, based on a model that includes no more than 20 percent lecture. The remaining 80 percent is based on interactive discussion.

Participants receive an award winning style guide as well as a workshop manual and presentation planning tool.

Learn how to

- Develop a winning presentation style
- Design visually appealing presentation materials
- Focus the presentation on the audience
- Develop strategies for dealing with questions
- Prepare for the presentation
- Design the presentation
- Deliver the presentation

Effective Presentations Workshop

A message is communicated to an audience in 3 ways



Who Should Attend?

Anyone who regularly has to present, whether internally or externally, formally or informally, to small or large audiences, including:



Board Members



Department Heads



Account Managers



Sales Professionals



B.D Staff

Effective Presentations Course Agenda

Challenge	Modules	Learning Outcome
How do I create a presentation people want to listen to?	<ul style="list-style-type: none"> Structuring the presentation RAP Design principles 4 box model for developing presentations 	<ul style="list-style-type: none"> Understand how customers take in information and the challenges of communicating effectively to a varied audience Use knowledge of how people remember to structure memorable presentations Use a repeatable framework for creating presentations quickly and consistently Use colour and graphics effectively to create interest
How can I deliver a persuasive presentation?	<ul style="list-style-type: none"> Setting out the AFTERS Dealing with questions 	<ul style="list-style-type: none"> Communicate what you want the audience to do after the presentation How to earn an audiences attention How to answer questions effectively
How do I maintain the interest of the audience?	<ul style="list-style-type: none"> Engaging from the start Patterns of attention through time Working the attention cycle 	<ul style="list-style-type: none"> Organise content in a way that presents the most persuasive argument Tailor the message to the audience, their interests and their language Make appropriate use of props and variety to ensure the presentation is memorable
What can I do to prepare for the presentation?	<ul style="list-style-type: none"> Reduce stress through practice Prepare for the worst 	<ul style="list-style-type: none"> Use content and narrative to reinforce the message Avoid common presenter pitfalls Rehearse to iron out glitches and lessen the stress of the real event



Effective Executive Summaries

Workshop Overview

Executive summaries are key elements of your business development documents, often the only part decision-makers will read. Learn to write them quickly and effectively in this fast-paced workshop.

Whether you sell to governments or other businesses, offer products or services, work for a large, established organization or a small startup, Winning Executive Summaries will give you knowledge and tools to enhance your performance.

Learn how to

- Understand the nature of customer focus and how to infuse it into your documents
- Create executive summaries focused on your customer's most important issues
- Use customized planning and organizing tools to quickly craft effective executive summaries

Effective Executive Summaries

Workshop Description

Winning Executive Summaries is a 1-day, hands-on, skill-building session. It's packed with examples and tips on how to craft a hard-hitting executive summary organized around your customer's most important issues—the hot buttons.

Over the course of the day, through lecture, discussion, and practical exercises, you'll be guided to actually create a complete executive summary for a proposal of your choice from among three options:

- A "live" opportunity your organization is currently pursuing
- A case study opportunity provided by your instructor
- A past opportunity you won or lost, for which a powerful executive summary could have improved your chances or made your job easier

Whichever you choose, you'll learn to use customized tools for planning and writing with great efficiency. You'll receive those tools in electronic form to apply to your next executive summary. And you will have your completed summary to send to your customer or use as an example internally.

"I took a lot of your teachings to heart, especially the pre-proposal planning, proposal development worksheets, and debriefing tips. As a result, my company had its best-ever month in new business acquisition... I now have a win rate of over 60 percent! Thank you for the seminars that have proven so valuable to me, my company, and my professional future."

- Corporate Proposal Manager

Who Should Attend?

Anyone who regularly has to present, whether internally or externally, formally or informally, to small or large audiences, including:



Proposal Managers



Department Heads



Account Managers



Sales Professionals



B.D Managers

Effective Executive Summaries Course Agenda

Topic	Learning Outcomes	Exercises
Introduction		
	<ul style="list-style-type: none"> Define Objectives Participant Introductions 	
Understanding The role of the Executive Summary		
Looking at an Executive Summary from a Client Focused Perspective	An Appreciation of: <ul style="list-style-type: none"> Who reads Executive Summaries and what information they are looking for 	Comparing Executive Summaries for Customer Focus
Purposes of the Executive Summary	An understanding of: <ul style="list-style-type: none"> How the Executive Summary can be used to drive strategy into the bid team, the customer and the evaluators 	
Understanding the purpose of the Executive Summary	An understanding of: <ul style="list-style-type: none"> Hot Buttons Discriminators 	Preparing an Opportunity Profile
Working Out How to Win		
Identifying customer hot buttons	An appreciation of: <ul style="list-style-type: none"> the critical importance of understanding the key issues for the customer for the specific procurement the concept of 'hot buttons' 	Identifying and describing customer hot buttons
The Shipleys Bidder Comparison Matrix	Using the Shipleys Bidder Comparison Matrix to <ul style="list-style-type: none"> identify the potential discriminating features of our offer derive a win strategy that we can use to drive our proposal 	Developing a bidder comparison matrix
Value Propositions	<ul style="list-style-type: none"> the power of value propositions in communicating our value to the customer 	
Shipleys Four Box Template	<ul style="list-style-type: none"> Using the Shipleys Four Box template to quickly draft summaries and presentations that are customer focused and succinct 	
Theme statements	<ul style="list-style-type: none"> Drafting theme statements which communicate our key messages to the customer Using theme statements to link features of your offer to clear benefits to the customer 	Developing a theme statement



Pricing to Win

Workshop Overview

Pricing to Win (PTW) focuses on the development and exploitation of competitive intelligence and analysis of relative positions of competitors. PTW is not a cost-estimating workshop. Instead, PTW emphasizes:

- Understanding customers' price/capability trade-offs
- Assessing competitors' likely positions
- Targeting a combination of price and capability that takes advantage of the customer's value system and expected buying behavior

Learn how to

- Plan and implement Price To Win activities as part of winning a specific opportunity
- Incorporate Price To Win activities within an existing business winning process
- Encourage a 'price to win' approach at the forefront of all business winning activities

Pricing to Win

Workshop Description

Shipley has developed a workshop that allows organisations to understand the principles behind determining the price to win range, including understanding:

- the trade space of the customer
- the trade space of the competition
- the trade space of your own company
- using pricing to win information to drive strategy
- using value propositions and risk mitigation strategies to influence the customer's perception

The workshop uses a case study and interactive exercises to allow participants to practice the skills required to define the price to win range. Participants work in competing teams and, at the conclusion of the workshop, are required to submit competing offers. In this workshop, one team does win and the other teams lose based on the price they submit.

By acquiring the skills necessary to define and influence the price to win range, the participants improve their business winning abilities.



The price to win range is the area where the customer, the competition and you are all willing to do business.

Who Should Attend?



Capture Managers



Pricing Managers



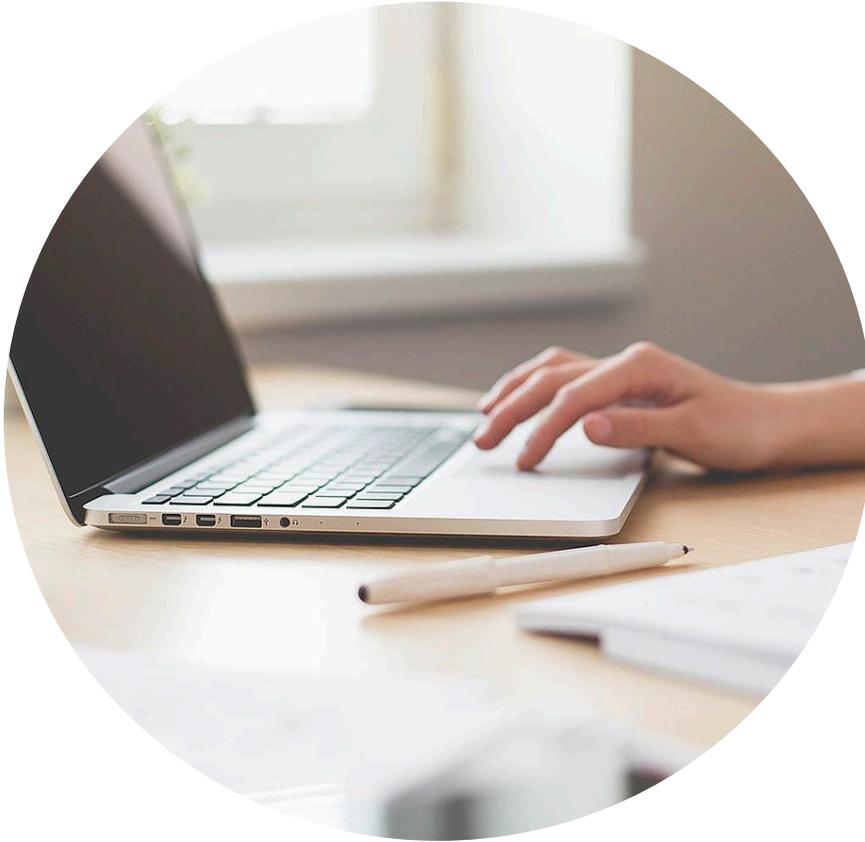
Financial Professionals



B.D Managers

Pricing to Win Course Agenda

Topic	Learning Outcomes	Exercises
Introduction	<ul style="list-style-type: none"> Define Objectives, Participant Introductions 	
The principles behind determining the price to win range		
Influencing the price to win range Establishing the price to win range	After participating in this element of the workshop, attendees will have knowledge of: <ul style="list-style-type: none"> How to influence the customer's perception of the price to win range The parameters of the price to win range 	
The customer's trade space		
Types and sources of information necessary to define the customer's trade space	After participating in this element of the workshop, attendees will have knowledge and practice of: <ul style="list-style-type: none"> Finding the necessary information to establish the customer's trade space Defining the boundaries of the customer trade space 	Working out the price to win for an opportunity – Customer perspective
The competitors' trade space		
Types and sources of information necessary to define the competitors' trade space	After participating in this element of the workshop, attendees will have knowledge and practice of: <ul style="list-style-type: none"> Finding the necessary information to establish the competitors' trade space Defining the boundaries of the competitors' trade space 	Working out the price to win for an opportunity – Competitor perspective
The company's trade space		
Types and sources of information necessary to define the Company's trade space	After participating in this element of the workshop, attendees will have knowledge and practice of: <ul style="list-style-type: none"> Finding the necessary information to establish the company's trade space Defining the boundaries of the company's trade space 	Working out the price to win for an opportunity – Company perspective
Driving strategy using pricing to win		
Using pricing to win to drive strategy and design to cost	After participating in this element of the workshop, attendees will have knowledge and practice of: <ul style="list-style-type: none"> How pricing to win can be used to influence our solution The price/capability trade off Using value propositions and risk mitigation to change the customer's perception of the price to win range 	
Understanding of pricing to win improves through the capture phase	After participating in this element of the workshop, attendees will have knowledge and practice of: <ul style="list-style-type: none"> How the price to win range should improve over time 	Calculation and submission of the competitive offers



Customer Focused Writing

Workshop Overview

Shipley's Customer Focused Writing workshop will help participants improve the effectiveness of their written communication whether the media used is a proposal, presentation, e-mail message or letter.

This hands-on workshop is delivered using a mixture of lecture, group discussion and practical exercises.

Participants will learn to use Shipley's Four-box template to help structure their messages to align with the perspective of the reader.

Learn how to

- **Plan:** Break assignments into manageable tasks to avoid writer's block and reduce stress.
- **Organise:** Pull all the thinking and information together into a proven framework.
- **Write:** Construct a draft quickly - to communicate persuasively, concisely and professionally
- **Examine:** Peer review the document to check for effectiveness
- **Revise:** Put the final polish on proposals, letters, reports, e-mail and other customer focused documents

Customer Focused Writing

The Challenge

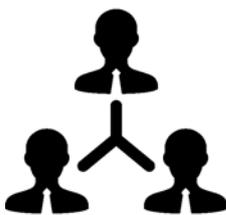
In your organisation, do those who are involved in creating written documents understand how to communicate their messages to busy readers? Do they use an efficient process for writing?

For most people, writing to customers is not a full-time job. They would benefit from being able to use tools and techniques designed to help them write effectively, first time, every time.



Who Should Attend?

Anyone who regularly has to present, whether internally or externally, formally or informally, to small or large audiences, including:



Sales Support Staff



Proposal Staff



Commercial/
Legal Staff



Sales Professionals

Customer Focused Writing Course Agenda

Topic	Learning Outcomes	Exercises
Introduction	<ul style="list-style-type: none"> Define objectives Participant introductions 	
Understanding customer focus		
Looking at documents from a Client Focus Perspective	An appreciation of: <ul style="list-style-type: none"> What does a good customer focused document look like? 	Team exercise to look at a range of documents to identify the elements that make a document 'customer focused'
Presentation and Discussion: "Using POWeR as a guide"	An understanding of: <ul style="list-style-type: none"> Planning Organising Writing examining Revising 	Team exercise to select a range of documents to work on, using 'hard copy' examples that the participants have brought with them
Where to start in creating a customer focused document		
Planning and Organising	An appreciation of: <ul style="list-style-type: none"> Planning and Organising your document" covering the use of the Four Box template as a planning tool 	Team exercise to outline documents
Writing the document	An understanding of: <ul style="list-style-type: none"> Top down structured writing Informative Headings Summaries Paragraph & sentence structure/length 	Developing a writing plan
Examining and Revising the document	An appreciation of: <ul style="list-style-type: none"> the use of the peer review template constructive reviewing document revision 	Reviewing and Revising your documents



Collaborative Selling

Workshop Overview

The intent of Collaborative Selling is to help sellers identify a prospective buyer's business problem within an opportunity and lead the buyer to self-conclusion of how they can solve the problem utilizing the salesperson's capabilities and the value of doing so - thus leading to a "solution".

Collaborative Selling is a collection of methods that includes tools, job aids, techniques, and procedures that help salespeople and bid team members align their selling activities to the steps of a buyer/buying organization's process.

Learn how to

- Recognise the psychological aspects and phases of how buyers buy.
- Recognise the difference between 'latent' and 'active' opportunities, how each type should be approached from the sellers perspective.
- Conduct research prior to engaging in opportunities
- Stimulate interest in accounts leading to more opportunities
- Create buying visions based on your strength.
- Improve your chances of winning competitive opportunities
- Collaborate steps leading to a closure of a sell cycle.

Collaborative Selling Workshop

Course Structure and Schedule

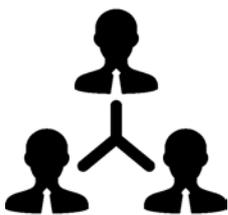
Workshop participants receive the professional instruction and hands-on practice necessary to engage collaboratively with clients to create the buying vision, initial value proposition and positioning Capgemini to win. Key topics covered by this workshop are:

- Principles of Collaborative Selling
- Formula for a successful sale
- Understanding how buyers; behaviourally and procedurally
- Analysing the account to identify how to create curiosity for latent opportunities
- Developing the 'buying vision' collaboratively
- Developing the value and ROI jointly with the clients
- Gaining access to key decision makers
- Collaborating on key steps to close the sale

Participants will learn the skills to engage with clients collaboratively to persuade them to recognise the need for:

WHY Change?
Now?
Select You?

Who Should Attend?



Sales Support Staff



Proposal Staff



Commercial/
Legal Staff



Sales Professionals

Collaborative Selling Course Agenda

Topic	Learning Outcomes	Exercises
Introductions	<ul style="list-style-type: none"> Workshop objectives Introduce Collaborative Selling and where it fits with the selling lifecycle 	
Key Concepts	<ul style="list-style-type: none"> Principles of Collaborative Selling Common Definitions Latent vs Active opportunities Formula for a successful sale 	Identify latent opportunities
Understanding Buying & Selling – Is there something to be won?	<p>How Buyers buy:</p> <ul style="list-style-type: none"> Behaviourally Procedurally Opportunity analysis 	
Qualifying opportunities; Can we win it? Do we want it?	<ul style="list-style-type: none"> Qualification tools Data required for opportunity qualification 	Qualify an opportunity against a defined buying criteria
Customer Analysis - Pain	<ul style="list-style-type: none"> Analysing the account; identifying the Pain and Power [Key decision makers] 	
Customer Analysis - Power	<ul style="list-style-type: none"> Identifying the Sponsor and Key Decision Makers 	Construct a Pain Chain
Developing opportunities through collaboration	<ul style="list-style-type: none"> Creating the Buying Vision Re-engineering the Buying Vision Value: establishing financial metrics to customer issues collaboratively Developing the initial value proposition and ROI. Gaining access to Power through collaboration of value and buying vision 	<p>Role play and debrief followed by team exercise to build a Pain Sheet®</p> <p>Build a value proposition</p>
Competitive Analysis	<ul style="list-style-type: none"> Competitor information Bidders Comparison Analysis 	
Collaborating to close	<ul style="list-style-type: none"> Key elements of a collaboration plan to stay engaged with the buyers Establishing success criteria for the project Risk Management – identifying and mitigating risks to closing the sale Preparation and collaboration for developing the Executive Summary and proposal 	Presentation to the Bid Team



Capture Management

Workshop Overview

Shipley has developed a workshop that allows organisations to capture the best business opportunities by:

- Integrating strategic and opportunity planning
- Evaluating opportunities against predetermined data
- Gathering relevant market information
- Developing a targeted Capture Plan

Learn how to:

- Acquire the skills necessary to manage capture activities effectively.
- Improve your company's bottom line by increasing your team's ability to win new business.

Capture Management Workshop

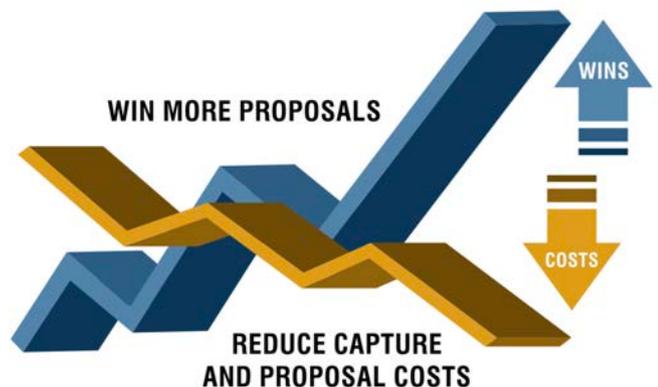
Course Structure

The skills centre on:

- Gathering and analysing business intelligence - You must be able to analyse customer and competitive information, determine what you don't know and how to gather essential intelligence, make it useful from a strategic viewpoint, and plan tactical actions to influence the customer, thereby achieving the position needed to win new business
- Thinking "outside the box" - This requires creative thinking, often beyond conventional solutions to "outside-the-box" actions, literally out-thinking the competition to position as the best value solution
- Positioning to win - Balancing cost and effectiveness, you will improve your win percentage by strategically planning and managing all your resources as you position to win. Then you must make a full commitment to winning the opportunity selected for pursuit.

However, the skills must be balanced by appropriate disciplines and support systems. At the heart of an effective capture management system is the realisation that you win more business by identifying opportunities early and focusing limited resources on the opportunities that best fit your strategic objectives and that you are most likely to win.

Amazingly, the same disciplines that yield higher win rates have been shown to be the most efficient way to manage your limited corporate resources. You might invest more in a single opportunity, but overall expenditures are reduced because you don't pursue leads you previously pursued.



Who Should Attend?



Senior Executives



Programme Managers



B.D Managers

Capture Management Course Agenda

Topic	Learning Outcomes	Exercises
Introduction	<ul style="list-style-type: none"> Define objectives Participant introductions 	
Understanding the Customer and the opportunity		
Understanding the customer	An understanding of: <ul style="list-style-type: none"> the opportunity the steps in the buying process the key decision points the key decision makers 	Defining the opportunity (Syndicates to reflect Stakeholder Groups)
Planning to win	<ul style="list-style-type: none"> An appreciation of: the hierarchy of business development plans the relationship between account, capture and bid management plans capture team roles and responsibilities 	
Recognising the importance of good and regular qualification		
Mapping the seller's process to the buyer's cycle	An understanding of: <ul style="list-style-type: none"> the data needed for objective qualification decisions the key business development process steps & activities their relationship to the buyer's process 	
Analysing your position with the Customer		
Analysing the customer	Understanding the customer to identify: <ul style="list-style-type: none"> its key buying motivators and issues – the 'hot buttons' key customer people and their roles/authorities with respect to the procurement and level of contact associating hot buttons to customer people 	Identifying and describing customer hot buttons in a Stakeholder Matrix
Pricing your solution and calculating the value		
Winning Price and the Value Propositions	Understand the need for early identification of the likely winning price: <ul style="list-style-type: none"> recognize the factors affecting the winning price find sources to help determine the winning price the concept of the value proposition the power of value propositions in communicating our value to the customer the need to customize value propositions for each opportunity and to identify the different types of value that relevant customer people will recognise 	

Topic	Learning Outcomes	Exercises
Analysing your competitive position		
Identifying the competitors	Understanding the importance of: <ul style="list-style-type: none"> identifying the competitors the customer's perception of them and their performance 	Defining the opportunity (Syndicates to reflect Stakeholder Groups)
Analysing the competitors	Developing a Shipley Bidders Comparison Matrix analysis to: <ul style="list-style-type: none"> Identify the likely customer's perceptions of us and our competitors understand how well we are positioned against the customer 'hot buttons' and against the likely competition identify the potential discriminating features of our offer; both positive and negative derive a win strategy that we can use to drive our opportunity capture 	Developing a bidder comparison matrix
Develop a Winning Capture Strategy		
Capture strategy statements	Using capture strategy statements to: <ul style="list-style-type: none"> define and articulate a coherent and practical win strategy drive our action plan to improve our winning prospect 	Developing capture strategy statements
Planning to Win		
Developing an Action Plan	Developing an action plan that: <ul style="list-style-type: none"> Drives the sale forward Delivers key messages Is Specific, Measureable, Achievable, Results orientated 	Creating a consolidated action plan
Developing Supporting Materials and the Early Executive Summary		
Supporting Materials and Executive Summary Storyboard Development	The critical role of developing supporting materials and the Executive Summary in: <ul style="list-style-type: none"> communicating our offer to decision makers within the customer community sharing strategy within the bid team 	Developing supporting materials / Executive Summary using 4-Box template
Managing and Reviewing to Win		
Key review milestones	Understanding the purpose and value of: <ul style="list-style-type: none"> the Blue Team to review the winning strategy the Black Hat team to review competitors' likely winning strategies 	
Effective reviewing	Understanding best practice techniques to get maximum value from reviews: <ul style="list-style-type: none"> setting up the reviews and selection of reviewers conduct of reviews 	Holding a combined Blue/ Black Hat Review



Solution Selling

Workshop Overview

Solution Selling® is a client-focused sales process in which the selling activities involve direct contact with prospective buyers. Solution Selling helps salespeople identify a prospective buyer's business problem within an opportunity and leads the buyer to see how they can solve the problem utilising the salesperson's capabilities, and the value of doing so - a "solution".

Solution Selling® is a collection of methods that includes tools, job aids, techniques, and procedures that help salespeople and team members align their selling activities to the steps of a buyer/buying organisation's process.

Learn how to:

- Follow a sales process which maximises the probability of a win.
- Use a number of tools designed to improve a sales person's effectiveness
- Understand proper sales management and its importance to an organisation.

Solution Selling Workshop

Benefits of the course:

Increase 'win odds' and sales revenues by:

- Improving opportunity qualification and disqualification
- Improving prospect targeting and messaging during business development having more consultative dialogue with prospective buyers
- Demonstrating quantifiable value of the organisation's offerings
- Increasing the chances of winning competitive opportunities
- More effectively negotiating during and at the close of an opportunity
- Using job aids that help salespeople align with buyers & improve the quality of information at all stages of a sell cycle

To sell effectively, sellers must know about their customer's business (situation knowledge), the capabilities they can offer (capability knowledge) and have appropriate people and selling skills.

Reduce cost of sale by:

- Shortening sales cycles through maintaining control over opportunities
- Shortening sales cycles by gaining faster access to power increasing the efficiency in the use of company resources

All customer-facing staff can benefit from working together with a client focused sales process.

Improve forecasting by:

- Improving opportunity qualification and disqualification
- Establishing win odds associated with reaching sales process milestones
- Consistently grading the status of opportunities in the pipeline based on buyer actions

Who Should Attend?



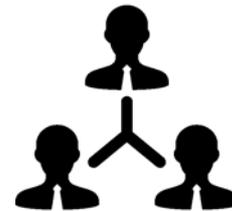
(account managers, consultants, etc.) Solution Selling® provides value to anyone in the sales role regardless of their opportunity type or what they are selling.

Salespeople



They can equip their organisation's salespeople with the right messages for the right buyers at the right time, and in turn, achieve their own marketing objectives more easily.

Marketing Professionals



These professionals can benefit from understanding how they can apply the Solution Selling methodology, which will result in their own improved performance.

Sales Support Staff

Solution Selling Course Agenda

Topic	Learning Outcomes	Exercises
Introduction	<ul style="list-style-type: none"> Share Solution Selling workshop objectives Introduce Solution Selling and sales process 	Introduce selling or managing difficulties
Key Concepts	<ul style="list-style-type: none"> Describe key selling skills & terminology in Buyer 2.0 world Define the principles of pain / Pain Chain Identify approval types within a sales cycle Align with the three levels of buyer need Analyse how organisations buy Discuss how buyer's concerns shift over time 	Fill in blank Pain Chain worksheet
Pre-call Planning and Stimulating Interest	<ul style="list-style-type: none"> Conduct research for new / existing accounts Prepare job aids to initiate a sell cycle Learn how to initiate sell cycles by generating interest for your offerings Describe how to use past successes to stimulate interest 	Build job aids to initiate a sell cycle
Define 'Pain' or Critical Business Issue	<ul style="list-style-type: none"> Develop 'strategic alignment' with buyers Align with buyers procedurally & behaviourally Discuss how to position your offering Get buyers to admit their pain 	
Diagnose and Create Vision	<ul style="list-style-type: none"> Diagnose before you prescribe Develop buyer needs biased to your offering(s) Get buyers to own a 'vision of your solution' Enhance the buyer's vision by articulating the value of the solution's capabilities Elicit buyer emotion Develop action visions around capabilities 	Vision Creation Construct a Pain Sheet Enhanced Vision Creation- Add 'drill down' questions to Pain Sheet
Buyer / Process Qualification: 'Sponsor'	<ul style="list-style-type: none"> Qualify the buyer to determine their ability to buy Create sponsors for your offering Gain access to 'power' through a sponsor 	
Buyer / Process Qualification: 'Power Sponsor'	<ul style="list-style-type: none"> Determine the buyer's buying process Negotiate the steps of the sell cycle Develop mutual accountability for proceeding in the sell cycle through development of a joint 'evaluation' plan 	Determine elements of an Evaluation Plan

Topic	Learning Outcomes	Exercises
Elements of an Evaluation Plan	<ul style="list-style-type: none"> Stay engaged with buyers Help buyers through a transition stage Describe how to conduct analysis to demonstrate the quantifiable value that your offering provides to the buyer Establish success criteria for the project 	Introduce selling or managing difficulties
Active Opportunities	<ul style="list-style-type: none"> Recognise active opportunities Conduct an opportunity assessment Select the correct competitive strategy Re-engineer buyer needs biased to the strength of your offering(s) 	Vision Re-engineering
Reach Final Agreement	<ul style="list-style-type: none"> Use process to manage making concessions Prepare 'gives' and 'gets' prior to negotiating 	Build job aids to initiate a sell cycle
Managing Your Territory	<ul style="list-style-type: none"> Manage yourself by using sales process Measure progress via sales process milestones 	
Getting Started	<ul style="list-style-type: none"> Get started with Solution Selling Discuss how to be successful with implementation of Solution Selling 	Vision Creation Construct a Pain Sheet Enhanced Vision Creation- Add 'drill down' questions to Pain Sheet
Buyer / Process Qualification: 'Sponsor'	<ul style="list-style-type: none"> Qualify the buyer to determine their ability to buy Create sponsors for your offering Gain access to 'power' through a sponsor 	
Workshop Close	<ul style="list-style-type: none"> Wrap-up the workshop Conduct evaluations Announce case study winner 	Determine elements of an Evaluation Plan



Effective Reviews

Workshop Overview

Our Effective Reviews workshop is designed to develop the reviewing skills of those participating in reviews as well as help those preparing for reviews to ensure that all the right material for the review is available at the right time. In the workshop participants cover the following topics:

- Understanding the proposal development process
- Planning the proposal
- Writing the proposal
- Reviewing the proposal

Learn how to:

- Conduct an independent assessment of a proposal's quality and effectiveness as a selling document.
- Assist the proposal team in improving the proposal

Effective Reviews Workshop

The Challenge

Winning business through excellence is the goal of every bid effort. Bids must be reviewed with winning in mind. Review Teams consist of senior management and technical personnel who provide bid reviews to ensure it is responsive, compliant, sells your company as the best solution and is easy to evaluate. Review Teams' efforts are integral to ensuring your company has the highest probability of winning.

The Solution

Increase your win potential by:

- Identifying review team members early
- Overlapping personnel between pink and red team members
- Training review team members, if necessary
- Promoting constructive, not destructive, reviews
- Developing a process for handling the results of the red team
- Adequately staffing each review team



Are you confident that your proposals make your organisation the clear choice in competitive opportunities?

Who Should Attend?



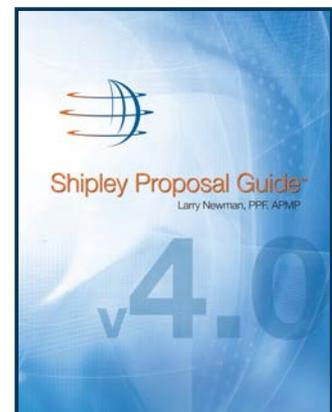
Senior Managers



Bid Managers



Technical Staff



Participants receive a copy of Shipleys award-winning Proposal Guide.



Account Management

Workshop Overview

Organisations have a need to buy things, but hate to feel “sold to”. They have had unpleasant experiences with Account Managers where they have come away feeling taken advantage of, manipulated or coerced into doing something they really didn’t want to do. This workshop will help Account Managers to find new opportunities, while protecting accounts against competitive encroachment

Learn how to:

Increase ‘win odds’ and sales revenues by:

- Applying best practice tools and techniques, to any account or individual opportunity
- Mentor others in the application of Account Management best practices

Account Management Workshop

Workshop Overview:

This workshop helps Account Managers to find new opportunities, while protecting accounts against competitive encroachment, by:-

- Identifying customer business initiatives
- Identifying and prioritising high value sales opportunities
- Setting and maintaining relationship goals and coverage plans
- Identifying and allocating appropriate resources
- Maintaining the highest levels of customer satisfaction
- Developing a customer executive briefing which communicates the value of the relationship

Who Should Attend?



Account Management Course Agenda

Topic	Learning Outcomes	Exercises
Day 1		
Introduction	<ul style="list-style-type: none"> • Introduction to Total Enterprise Account Management • Success factors for the account planning engagement • The role of the Account Manager in account planning • What account planning looks like when done well • Introduction to TEAM automated tools to be used in the workshop and beyond 	Introductory Positioning and Expectations
Evaluate the Account	<ul style="list-style-type: none"> • Review essential account information • Analyse the organizational structure of the account • Identify historical projects and activities • Identify the business initiatives driving potential opportunities • Identify the portfolio of current opportunities • Establish the sales revenue objective 	Review Pre-Work Assignment, Key Historical Projects and Activities Identify Business Initiatives, Current Opportunities and Recurring Revenue, Account Sales / Revenue Objectives
Identify and Prioritize Opportunities	<ul style="list-style-type: none"> • Identify opportunities to create new value (“white space”) within the account • Estimate potential value of new business • Assess if and how new value-added business initiatives could be positioned • Formulate criteria for prioritizing opportunities • Create a prioritized portfolio of account opportunities 	Identify and Capture White Space Opportunities Linking Latent Pains to Existing or New Business Initiatives Determine Criteria & Prioritize Opportunities
Determine Account Strategy and Coverage	<ul style="list-style-type: none"> • Select an appropriate account-level strategy Identify resources required to: <ul style="list-style-type: none"> • Improve account relationships • Help launch new opportunities 	Selecting an Account-Level Strategy Resource Allocation
Day 2		
Evaluate Account Relationship	Develop account objectives around: <ul style="list-style-type: none"> • Partnership with the account • Cultural compatibility • Making the account a reference-able one • Identify and plan resolution of any account issues 	Complete Partnership and Related Assessments, Key Account Objectives, Addressing Issues in the Account, Identify Additional Stakeholders

Account Management Course Agenda

Topic	Learning Outcomes	Exercises
Day 2 (Continued)		
Elevate Individual Relationships	<ul style="list-style-type: none"> Identify ways to penetrate other business units Identify tactics for developing influence with key stakeholders Explore tactics for building trust and preference Identify implications of operational pains in the account: <ul style="list-style-type: none"> Financial and Strategic pains Political and Cultural implications Determine ways to improve account partnering 	Identify the Food Chain of Value / Findings
Day 3		
Inoculate and Defend the Account	<ul style="list-style-type: none"> Identified past success that can be used to report account value Assessed competitive strategies and areas of account penetration Reviewed how to conduct effective quarterly business reviews 	Report Success to the Account Assess Competitive Presence
Strategic Account Plan Reviews		Each Account Team Presents Plan Highlights
Getting Started with the TEAM Methodology	<ul style="list-style-type: none"> Discuss best practices for getting started with account planning TEAM typically includes a pre-workshop assignment. Watching an online "Getting Started" video that describes the pre-work assignment and the TEAM account planning process, and introduces the automated tools that will be used in the workshop and beyond Compiling information about the account, including: <ul style="list-style-type: none"> Basic account profile Key performance indicators Relevant industry trends Organization structure – profit and cost centers Stakeholder analysis Key historical projects and activities 	Selecting an Account-Level Strategy Resource Allocation



Managing Winning Bids

Workshop Overview

The Shipley workshop, Managing Winning Bids, offers proven solutions to proposal management obstacles. Workshop participants receive the professional instruction and hands-on practice necessary to manage teams to develop consistent, winning proposals.

Learn how to:

After attending this workshop participants will be able to:

- Provide “Real-world” solutions for a wide variety of complex proposal development problems
- Use the course materials as job tools
- Ensure efficient collaborative proposal writing
- “Jump start” the proposals process; get clearer direction for less frustration
- Help institutionalise best practice proposal management process

Managing Winning Bids Workshop

Workshop Overview:

The workshop uses a proven tool, the Proposal Management Plan (PMP), to help participants understand the importance of managing the proposal development process. The elements of the Proposal Management Plan are:

Proposal Project Summary

Participants learn how to use this section of the PMP to provide an overview of the programme opportunity for upper management, reviewers and the rest of the proposal team.

Customer Profile

Participants learn how to use the tools in this section of the PMP to determine customer needs and issues as well as the customer perception of the organisation.

Competitive Analysis

Participants learn how to use this section of the PMP to identify their programme approach and deal with perceived strengths and weaknesses of their offering by preparing a Bidder Comparison Matrix to determine the organisation's positive and negative discriminators.

Proposal Strategies and Themes

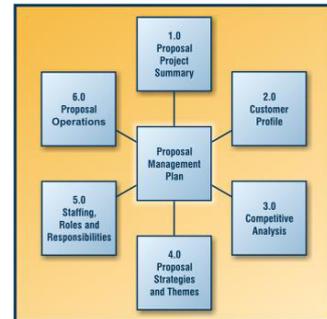
Participants learn the importance of preparing storyboards before writing new material and reviewing the storyboards to add value to the proposal.

Staffing Roles and Responsibilities

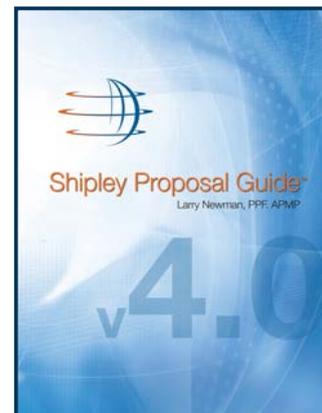
Participants learn the importance of selecting an effective proposal team and assigning clear responsibilities to those team members.

Proposal Operations

Participants learn that writing a coherent, responsive proposal, under time pressure, requires the team to understand the overall process for daily operations.



The PMP is the result of thousands of hours of experience developing proposals. It provides proposal managers with a tool that will mitigate frustration and iterations of work and help win the contract.



Participants receive a copy of Shipleys's award-winning Proposal Guide.

Who Should Attend?

Participants typically include those who are involved in the proposal development process:

- Proposal Managers
- Proposal Volume Managers/Leaders

Managing Winning Bids Course Agenda

Day 1

Topic	Learning Outcomes	Exercises
Introduction	<ul style="list-style-type: none"> Define Objectives Participant Introductions 	
The role of the Bid Manager	An appreciation of: <ul style="list-style-type: none"> How Bid managers fit into the BD team Effective Bid Leadership Managing the Bid Process 	
Understanding What a Good Bid Plan Looks Like	Awareness of: <ul style="list-style-type: none"> The elements of a good Bid Plan How the Capture Plan feeds the Bid Plan 	Using the Capture Plan
Populating the Bid Plan	An understanding of: <ul style="list-style-type: none"> The activities required to be undertaken before the Kick-off Meeting 	Preparing the Bid Plan
Preparing to win		
Tools & Techniques	An understanding of the importance of the need to: <ul style="list-style-type: none"> identify and respond to all customer requirements use compliance matrices to plan our response and demonstrate to the customer that we have answered their questions use a bid outline to plan our response, assess the effort needed and allocate responsibilities 	Developing a compliance matrix and bid outline
Tools & Techniques	An understanding of the importance of the need to: <ul style="list-style-type: none"> prepare a bid template, including the best practice approach to templates for effective communication and rapid bid production use writing plans to storyboard the bid prepare for and hold a Kick-off meeting 	Preparing a writing plan Preparing for and holding a Kick-off meeting

Managing Winning Bids Course Agenda

Day 2

Topic	Learning Outcomes	Exercises
Planning to win		
Bid Scheduling	Using proven, best practice methods and metrics to: <ul style="list-style-type: none"> • schedule a bid development timeline • calculate the cost of preparing the bid • plan for inputs from bid partners and/or the supply chain • plan for the best use of available support – external and internal 	Developing a bid schedule
Executive Summary Development	The critical role of the Executive Summary in <ul style="list-style-type: none"> • communicating our offer to decision makers within the customer • sharing strategy within the bid team 	
Shipleys Four Box Template	<ul style="list-style-type: none"> • Using the Shipleys Four Box template to quickly draft summaries that are customer focused and succinct 	
Theme Statements	<ul style="list-style-type: none"> • Drafting theme statements which communicate our key messages to the customer • Using theme statements to link features of your offer to clear benefits to the customer 	Developing a theme statement
Working out how to win		
Result Focus	Knowledge of the techniques available to ensure continued team success, including: <ul style="list-style-type: none"> • A common agenda • Shared measurement systems • Mutually reinforcing activities • Continuous communication • Executive sponsorship 	Group discussion
Reviewing to Win		
Common Proposal Reviews	<ul style="list-style-type: none"> • The best practice approach to proposal reviews • The colour reviews and their purpose in ensuring that we produce compelling proposals 	
Using Storyboards to construct proposal sections	<ul style="list-style-type: none"> • Using storyboards to integrate win strategy and techniques for effective communication in a proposal 	Storyboarding proposal sections



Effective Business Story Telling

Workshop Overview

This workshop will teach participants the fundamentals of generating, and delivering a story in business settings – especially in sales and client presentations.

The workshop is offered in a classroom setting for about 8-12 participants. The training is interactive, with many exercises to introduce the concept and practice of story telling

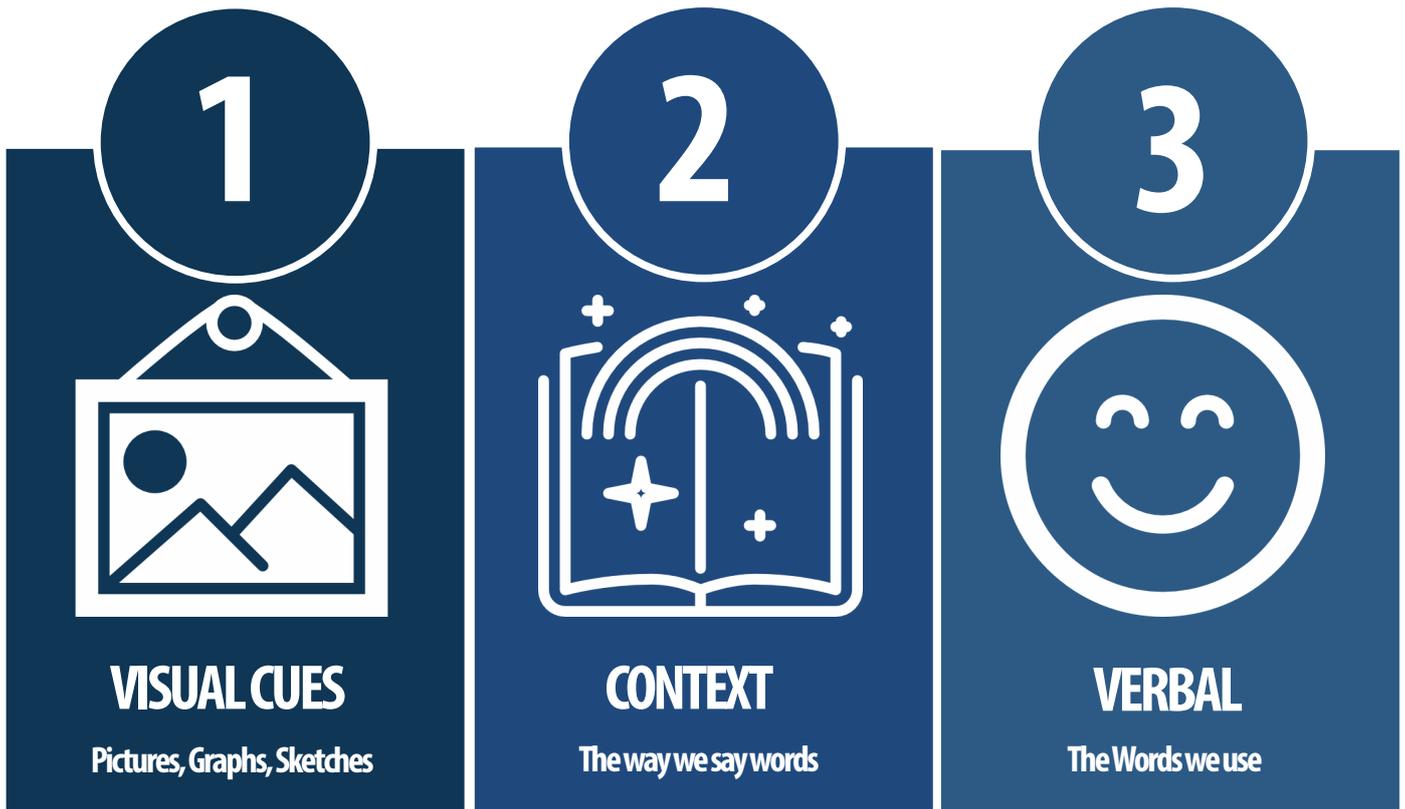
As presentations continue to be the preferred medium in business contexts, participants will receive a presentation planning tool and guide to enable them to create presentations that help tell the story

Learn how to

- Narrate a story (Never say you are telling a story)
- Use props (your presentation is nothing but a prop)
- De-construct a story – from Aristotle and Joseph Campbell
- Identify and create components of the story – SUCCESS framework
- Design and create your stories
- Deliver stories

Effective Business Story Telling Workshop

A story is told to a listener using



Who Should Attend?

Anyone who regularly has to present, whether internally or externally, formally or informally, to small or large audiences, including:



Board Members



Department Heads



Account Managers



Sales Professionals



B.D Staff

Effective Business Story Telling Course Agenda

Challenge	Modules	Learning Outcome
How do I create a story that will make people listen to me?	<ul style="list-style-type: none"> • Structure of a story • The Hero Model 	<ul style="list-style-type: none"> • Understand the elements of a “good” story • Narrating a good story – examples to remember
How do I tell a story?	<ul style="list-style-type: none"> • How to start a story • What goes in the middle • How to end it 	<ul style="list-style-type: none"> • Spot the parts of a story • Reuse stories
How do I engage the audience throughout the story?	<ul style="list-style-type: none"> • Removing the irrelevant introducing grabbers to spike attention 	<ul style="list-style-type: none"> • Focus on the core story • Make it relevant to the context
How do I prepare to tell a story?	<ul style="list-style-type: none"> • Practice guidelines 	<ul style="list-style-type: none"> • Using props (presentations)



Executive-Level Selling

Workshop Overview

Executive-Level Selling (ELS) is a methodology designed to help sales professionals gain access to high-ranking decision makers, and develop lasting trust and credibility with them. For almost any significant sales opportunity, sellers must be able to gain access to decision-makers with high authority and influence in a buying organization. ELS provides methods and skills for planning the best ways to identify the right executive-level contacts to target, securing access to them, conducting useful and valuable strategic-level conversations with them, and earning return access for future contact. ELS shows sellers how to develop stronger relationships with executive-level buyers to develop stronger relationships with executive level buyers.

Learn how to

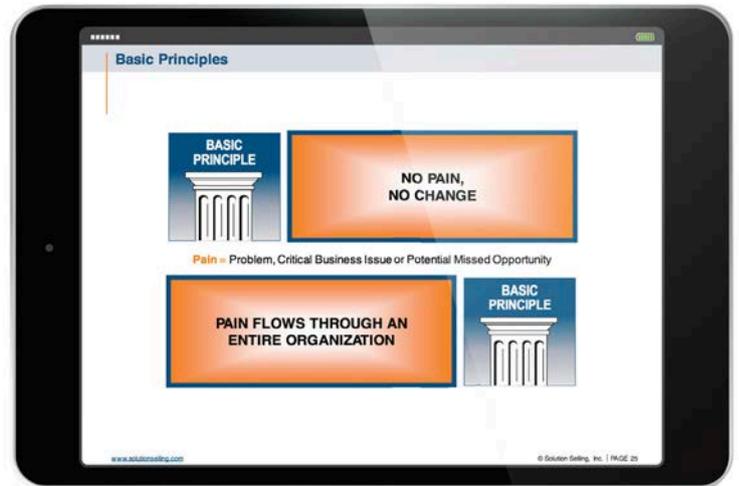
- Identify the optimal high-ranking decision-makers to contact within a buyer organization
- Gain access to executive-level contacts
- Collect and process critical information needed for planning effective meetings with executives
- Conduct insightful strategic-level dialogues
- Generate new opportunities from strategic-level conversations with executives
- Maintain open lines of communications with buyers
- Cultivate long-term, value-based relationships

Executive-Level Selling Workshop

Instruction Materials

The ELS workshop is designed with adult learning principles in mind. The program's instructional materials facilitate participant understanding by using a mix of media to transmit and reinforce key learning points. SPI provides full-color training content in electronic workbooks, for use on participants' mobile devices or laptop computers, as well as color reference charts, animated presentations, and interactive content, where appropriate.

Participants complete a brief pre-workshop assignment by completing an account profile for a live sales opportunity, which will be used in case study exercises in the workshop.



Useful Sales Tools and Job Aids

The ELS workshop includes a variety of helpful job aids and tools. As participants complete the workshop exercises, they develop proficiency by applying these tools to their live sales opportunities. After the workshop, sellers can use the tools on an ongoing basis for effective execution of executive-level selling skills.

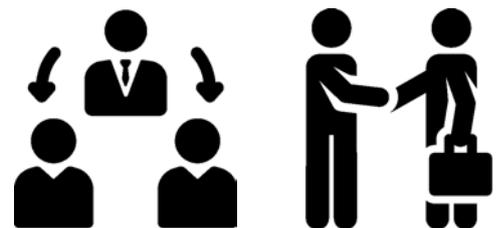
The job aids provided in the ELS program toolkit include:

- **Account Profile** – a document that captures key criteria for a target company, including the likely challenges they are facing
- **Pain Chain™ and Value Chain** – a graphical depiction of the cause and effect relationship of critical business issues (“pains”) inside an organization, and the value of addressing those issues for a designated opportunity
- **Executive-Level Business Development Tools** – targeted scripts / prompters used to increase a seller’s success rate at stimulating executives’ curiosity and interest
- **Executive Meeting Agenda** – a structure for an effective executive-level strategic sales conversation
- **Executive-Level Communications** – templates for effective post-meeting communications with executive buyers
- **Executive-Level Presentation Outline** – a format for planning effective solution presentations to executives
- **Success Criteria** – a tool for capturing key value metrics of interest to an executive, and for tracking and communicating results

Who Should Attend?



Senior Sales Execs



Account Managers

Sales Professionals

Executive-Selling Workshop Course Agenda

Topic	Learning Outcomes	Exercises
Introduction to Executive-Level Selling	<ul style="list-style-type: none"> How organizations buy and the importance of the buyer's planning phase Why executive involvement varies at different stages of the buying process Four executive-level selling skills needed to engage effectively with executives 	Introduce workshop participants and discuss challenges with executive selling
Executive Call Preparation	<ul style="list-style-type: none"> The three things executives will decide about you and your organization Where to find key sources of information for executive-level call preparation How pain drives executive decision-making How to prepare to deliver a sound value proposition Methods for gaining access to executives Methods for uncovering influencers to help reach executives 	Executive Call Preparation – Select an opportunity and key players, and identify information gaps and ways to address them
Strategic Dialogue	<ul style="list-style-type: none"> How to leverage gatekeepers to access executives How to apply a structured approach for conducting a strategic dialogue with executives aimed at establishing and linking to their core business initiatives How and when to use email and planning documents to stay engaged with executives after they delegate projects to other customer individuals 	Role Play: Conduct a strategic dialogue with an executive. Develop a dialogue confirmation email & business initiative project plan
Relationship Management	<ul style="list-style-type: none"> How to further maintain contact during delegation How to develop and deliver a solution presentation How to handle situations where executives want to stay involved in the execution of a major project 	
Value Communication	<ul style="list-style-type: none"> How to measure project success and leverage it to improve the relationship Review the elements of an effective executive business review 	
Call to Action	<ul style="list-style-type: none"> How to maintain contact with executives How to improve an executive's perception (from vendor to "trusted advisor") 	Identify how to apply executive-level selling skills and methods



APMP Foundation Level Training

The Challenge

APMP Accreditation provides the only accredited training programme for proposal management professionals. This increasingly recognised qualification allows your organisation to demonstrate its commitment to the proposals-related discipline as profession and to investing in people

Foundation level accreditation is the first of three available levels of accreditation. APMP - Foundation level APMP - Practitioner level APMP - Professional level Candidates' competencies, at each level are tested by different means. At the Foundation level an on-line examination is used.

The Solution

The APMP has defined the 'competencies' that are required of Proposal Management Professionals. This coaching session provides individuals with the opportunity to consolidate their existing knowledge in each of the proposal development Key Competency Areas tested at this level: Information research & management, Planning, Development, Management and Sales orientation

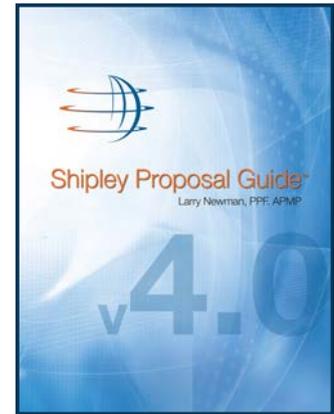
By attending this course and sitting the examination you can achieve the APMP Foundation level of accreditation. There will be an amount of pre-work which will be issued prior to the course.
executives

APMP Foundation Level Training

Benefits

Professional accreditation enables organisations to achieve greater recognition for themselves as a reputable employer with a business agenda for excellence. Just as an employee increases their productivity and value through their professional development, your company can improve its marketability, efficiency and profitability, by supporting and nurturing its most valued asset - YOU.

Most companies invest in the development of their staff, recognising that this provides future benefits to the company. Through sponsoring you to achieve accreditation and supporting your training, coaching or mentoring requirements, your company will demonstrate to you, and other business professionals in your company, that it recognises the proposals-related discipline as profession. The company will be showing it is committed to investing in its people.



Participants receive a copy of Shipleys's award-winning Proposal Guide.

The workshop provides understanding of the bid process

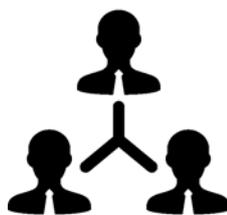


Who Should Attend?

Participants typically include those who are involved in the proposal development process, including:



Senior Managers



Proposal Managers



Account Managers



Proposal Teams

APMP Foundation Level Training Course Agenda

Topic	Details
Introductions	Setting the context, engaging the audience on their current challenges in proposal development
Understanding What A Good Proposal Looks Like	An exercise to compare two proposal (Written with Shipleys guidelines and general proposal) with pre-defined Shipleys's criteria for good proposal
Mock Exam with 20 questions	To help participants gain an appreciation for the exam
The Shipleys indicators of a best practice proposal	Instructor led session to discuss following 7 attributes of proposal <ul style="list-style-type: none"> • Compliance • Responsiveness • Strategic Focus • Competitive Focus • Quality of writing • Visualization • Document design
Bid Qualification	Instructor led session to qualify a bid. Following this session participants will be divided in different teams and will work on a case study scenario for the rest of the workshop to determine Proposal Planning, Key Aspect of Bid, Differentiators, Weakness, Comparison Matrix
Proposal Strategy	An exercise to drive how we will communicate 'why us' and 'why not them' in our proposal with example. We will develop proposal strategy statements to highlight our strength and competitor's weakness
Target Price & Target Cost	Instructor led discussion on pricing principles and comparisons between top down and bottom up pricing
Value Propositions	Instructor led discussion followed by exercise which help us to create customized value propositions for each opportunity and to identify the different types of value that each evaluator will recognise.
Teaming	Instructor led discussion on how to use the Bidders Comparison Matrix to identify the need for teaming partners and types of teaming partner arrangements
Executive Summary development	Instructor led discussion to develop an executive summary which should cover theme statements, how to introduce Hot Buttons, Solution Highlights, Commercial summary and next step. Shipleys will provide a sample executive summary.
Theme Statements	An exercise to draft theme statements which communicate our key messages (Why Us and Why not others) to the customer.

APMP Foundation Level Training Course Agenda

Topic	Details
Proposal scheduling	An exercise for Bid Plan based on a scenario to answer key questions
Prepare to Win	Instructor led discussion that will cover: <ul style="list-style-type: none"> • Key activities before Kick Off meeting • List of deliverables for Kick Off meeting • What do you need to extract from RFP • Plan for reusable material • Plan for headings, caption and effective graphics • Developing proposal outline • Using storyboard to construct proposal sections • Writing guidelines
Reviews	Instructor led discussion about various reviews and how to conduct them
Representative Mock Exam	Practicing for the APMP Foundation Level Certification Exam



Proposal Assessment Workshop

Workshop Overview

The Proposal Assessment workshop has been developed for participants who have already attended the Shipley Writing Winning Proposals workshop. This workshop will teach participants how to assess proposals on the 7 key attributes of a Customer Focused Proposal. The 7 attributes has 33 Best Practice rating factors that can be measured using the Shipley BidBench® tool.

Workshop objectives: Assessing proposals and providing constructive feedback using, the BidBench assessment tool.

Learn how to

At the end of the workshop, the participants will have the ability to:

- Objectively measure the quality of proposals to focus improvement resources
- Develop an in-house proposal assessment capability
- Improve consistency in the application of Shipley proposal writing techniques

Proposal Assessment Workshop Content

Shipleys BidBench®

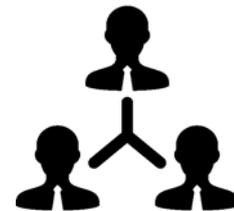
A detailed report is produced from the interpretation of assessment criteria, together with quantitative data which can be used to identify key areas for improvement.



Who Should Attend?



Experienced Professionals who have attended the WWP Workshop



Bid Managers

The workshop agenda is listed in the table below.

Topic	Learning Outcomes	Exercises
Assessments and Assessors	<ul style="list-style-type: none"> The attributes of good assessors The attributes of good assessments The Assessment Lifecycle Assessment Planning BidBench Overview 	RFP & Proposal Familiarisation
Compliance & Responsiveness	Discuss Rating Factors	Assess Compliance & Responsiveness
Strategic & Competitive Focus	Discuss Rating Factors	Assess Strategic & Competitive Focus
Quality of Writing, Visualisation & Doc Design	Discuss Rating Factors	Assess Quality of Writing, Visualisation & Document Design
BidBench completion	Providing Feedback & Presentations	Preparing to Provide Feedback Feedback Presentations



Negotiating to Win

Workshop Overview

Collaborative Sales Negotiations (CSN) is a methodology for planning and executing sales negotiations to reach mutually beneficial agreements between buyers and sellers. This methodology introduces advanced negotiating methods and skills for application to high-value sales opportunities.

While the essential principles of effective negotiation and closing are included in the Solution Selling in the Collaborative Era program, CSN introduces more advanced negotiation planning and execution methods. As a result, CSN is ideal for sellers who engage in more difficult and complex negotiations.

Learn how to:

- Understand their strengths, vulnerabilities, and degree of preparedness for an upcoming sales negotiation
- Determine the best alternatives for a negotiated agreement
- Collaboratively negotiate and close any high-stakes sales opportunity with confidence
- Provide higher levels of value for both buyers and the seller
- Reduce delays at the end of sales cycles
- Increase and protect margins

Negotiating to Win Course Agenda

Topic	Learning Outcomes	Exercises
Welcome and Introduction to Collaborative Sales Negotiations	<ul style="list-style-type: none"> Welcome the participants Position the workshop objectives Review negotiating difficulties and allow the participants to introduce themselves 	
The Essentials of Negotiating	<ul style="list-style-type: none"> Discuss the various points in the sales cycle when a negotiation might occur and that negotiating is not something that happens only at the end of the sales cycle Uncover the fact that we set the stage for future negotiations by the way we respond to requests made by the buyer. Study the phases that buyers go through physiologically during their process of buying and understand how their concerns shift over time Review the definitions of key negotiating terminology and when each comes into play. Discuss negotiating readiness and why it's important to be ready for the negotiation before the buyer takes a position 	Conduct a priced-based negotiation
Measure your SV Factor™	<ul style="list-style-type: none"> Using the Formula for a Successful Sale, measure your strengths and vulnerabilities Based on your SV Factor, determine how much power you have in a particular negotiating situation Position end-of-day presentation format and how each exercise for the rest of the day leads up to the final presentation 	
Determine Alternatives and Options	<ul style="list-style-type: none"> Determine the impact to the buyer of each of their alternatives vs. coming to agreement with you. Determine the impact on you and your company of the alternatives vs. coming to an agreement with the buyer. Identify the options that could mutually be agreed upon between buyer and seller in the event an agreement is at a stalemate but both sides are committing to finding a solution to the impasse. 	Anticipate your buyers alternatives and options
Three Methods of Negotiating	<ul style="list-style-type: none"> Discuss how a typical negotiation begins and why they often times become competitive Understand how buyers and sellers feel as though the other party is trying to stake claim to an unfair advantage Explore the three methods of negotiating and why one is most favorable 	

Negotiating to Win Course Agenda

Topic	Learning Outcomes	Exercises
Positions and Interests	<ul style="list-style-type: none"> Review buying tactics often time displayed by buyers Define the different types of positions taken by buyers Discuss the type of position most likely to occur during each phase of the buying process Determine the areas of interest that are important not only to buyers, but sellers alike 	Determine the positions and underlying interests of your buyer
Withstanding the Buyer's Squeeze	<ul style="list-style-type: none"> Learn the different types of stands that a seller might take in response to a buyer's position Determine which stand is most effective by matching stand types to buyer positions 	
Negotiating Dialogue Prompter™	<ul style="list-style-type: none"> Review both the framework and a prompter for responding to a buyer's position in an effort to expand the pie. This prompter is used as a learning tool to develop the situational fluency required after the program. 	
Exercise: Final Team Presentations	<ul style="list-style-type: none"> Each participant team presents their Negotiation Readiness Worksheet™ to the class and practices negotiating with the instructor 	
Review Principles of Collaborative Sales Negotiation – Wrap-up	<ul style="list-style-type: none"> Review the principles discussed during the program and gather final thoughts before exiting the program Provide closing comments and evaluations 	

CSN typically includes a pre-workshop assignment consisting of collecting information about a specific opportunity that is partially through the sales cycle, including:

- The key players and their critical business issues (“pains”)
- The defined value of a proposed solution
- The assumed value of a primary competitor’s offering
- The possible negotiating positions the buyer may take

In the workshop, participants use the pre-work assignment content in application exercises to practice program concepts. At the completion of the workshop, the participants will have a well-organized and documented Negotiating Readiness Worksheet™ and be prepared to collaborate with their customer to reach an agreement that brings additional value to both themselves and their buyer.