

### **International Business Consulting Firm Improves Win Rate 65 Percent in Less than 6 Months**

#### **Challenge**

An international business and information technology consulting company needed to establish a more effective business development process to win more business. During the fourth quarter, management realized that if they were going to achieve their aggressive growth targets for the next year, they needed to develop a:

- Process for new business capture
- Proven bid/no bid strategy
- Consistent and effective proposal-development process

#### **Solution**

The company selected Shipleys Associates as the process and proposal development experts to help them establish industry best practices to achieve its aggressive sales goals. Shipleys began an assessment of the company's current business development and proposal development processes.

Shipleys determined quickly where the improvement opportunities were and what changes would be needed to take the Marketing and Sales teams to a higher level of performance. With Shipleys's assessment, training, and consulting services, the company achieved the desired results.

#### **Results**

Within 6 months:

- The "win rate" more than doubled--30 percent to 65 percent
- Annual sales were at 150 percent of target by mid-year
- The number of proposals developed dropped by 50 percent



For more information on how Shipleys Associates can partner with you to significantly increase your organization's ability to win business, please call 888-772-9467 or visit [www.shipleyswins.com](http://www.shipleyswins.com).

The application of the Shipleys process has paid very high dividends in less than 6 months. Our win rate has more than doubled. And, the disciplined approach has allowed us to substantially increase our internal efficiency. This was the most productive investment of the year for our Sales & Marketing organization

--Vice President of Marketing/Sales

Shipleys Wins

Shingley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shingley has supported large and small companies in securing billions of dollars of Government and commercial contracts.

### Consulting

#### **Providing proven personnel and best practices to help clients succeed.**

- Winning strategic, competitive bids to Government or business customers
- Establishing long-term customer relationships through market positioning or capture planning
- Evaluating the necessary infrastructure and processes necessary to compete on complex bids
- Augmenting proposal teams to provide “just in time” resources needed to produce a competitive proposal
- Managing a complete turnkey proposal effort
- Supporting program management and execution

### Training

#### **Offering a blend of learning solutions that help clients build internal capability and competence.**

- Writing Federal Proposals
- Managing Federal Proposals
- Capturing Federal Business
- Winning with Past Performance
- Winning through Task Orders
- Managing Winning Reviews
- Winning in the Cost Volume
- Foundations of Proposal Development (online)
- Understanding the Business Development Lifecycle
- Winning Sales Proposals (Business to Business)
- Winning Executive Summaries
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shingley University

### Tools and Products

#### **Publishing a number of award-winning books, tools, and templates that help clients win business.**

- Shingley Proposal Guide
- Capture Planning Template
- Proposal Management Plan Template
- Proposal Development Worksheet
- 7-Phase Business Development Lifecycle – chart and description
- Executive Summary Planner
- Bidder Comparison Matrix
- Color Team Review Tools
- Compliance Matrix Template

Learn how Shingley can help you improve your business development effectiveness and success through a proven model of applying best practices. Call us or visit us at [www.shingleywins.com](http://www.shingleywins.com).