

Major Defense Contractor Increases Win Rate from 28 to 89 Percent

Challenge

A major defense contractor was concerned about complacency in its business capture efforts.

Specifically:

- Winning more of the right business
- Saving money in its proposal development and business capture efforts
- Establishing a proven business development process
- Training its staff on the process and best practices

Solution

Shipleys Associates began immediately to implement and teach its proven business development process to all capture managers, business developers, proposal managers, and proposal development staff--measuring performance and tracking results at each step of the engagement. Coaching and consulting helped cement the process.

Results

Shipleys helped the client impact its win rate and cost savings as it tracked and measured the following key metrics:

Measurement Metrics	Before Shipleys	After Shipleys
Win Rate	28%	89%
Cost per page	Reduced by > 50%	
Pages per hour	Increased by 108%	

Clients who have trained their business development and process staff in Shipleys's proven approach as a primary strategy have achieved significant improvements in win rate and cost savings.

Shipleys more than tripled the client's win rate. By using the Shipleys process, the client decreased the cost to produce each page by more than 50 percent and more than doubled productivity per hour.



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.

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.