

Positioning to Win: Selling to Government Customers

In today's competitive market, business developers, capture managers, sales professionals, and delivery teams need to know how to make a compelling business case with the customer. Using traditional sales gimmicks or methods doesn't work. You must stand out, based on how you sell, not what you sell.

Shibley's *Positioning to Win: Selling to Government Customers* workshop addresses the front end of the business development lifecycle – all the long-term positioning and opportunity assessment skills necessary to begin an effective capture effort. Participants learn how to collaborate with customers to win more business!

Benefits

This workshop will build skills and provide tools to:

- Uncover real business issues that are driving the acquisition or procurement
- Identify "hidden" requirements through effective dialogue
- Secure business opportunities before they reach the competitive stage
- Build long-term customer relationships based on trust
- Become a trusted business partner to your Government customers

How It Works

This hands-on workshop is exercise intensive. You practice and apply the skills and techniques being taught. You learn why some business developers succeed while others fail in a business capture environment. You will also learn a simple process for uncovering and clarifying the critical information you need prior to development of a formal capture plan using the **O-R-D-E-R** method:

O – Opportunity. Make sure there is a qualified opportunity by learning to build a business case for buying your solution.

R – Resources. Understand what resources will be necessary for the customer to buy your solution and for you to deliver on your promises.

D – Decision. Clearly identify who will make the buying decision – who is on the evaluation board or committee – what are their hot buttons, issues, and motivators?

E – Exact Solution. Before starting a proposal or capture plan, be sure you know the exact solution that will address all requirements.

R – Relationship. Use effective communication techniques that advance a relationship built on trust.

Make your capture and proposal efforts more effective by learning to build a business case with customers early – become a trusted business partner, not just another vendor.

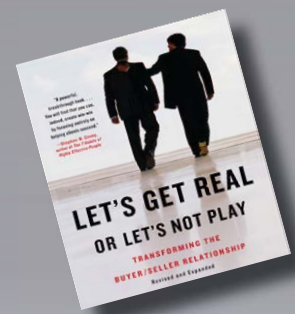
The Workshop

- Two days, plus optional coaching
- Onsite at your locations
- Hands-on, exercise-driven training
- Learn to sell in a non-threatening, consultative manner

The Value

Partner with Shibley to build the pre-capture skills necessary to position for and win more business – the right business!

Participants receive a complete set of materials, including the award winning "*Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship*" book. Also included are Shibley's *Capture Guide* and an opportunity planning template.



Shibley | Wins

Shibley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shibley 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

Professional Development & 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 (Classroom or CD)
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University
 - Basic Certification
 - Advanced Certification

Tools and Products

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

- Shibley *Proposal Guide v4.0*
- Shibley *Capture Guide v3.0*
- Shibley *Business Development Lifecycle 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 Shibley 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.shibleywins.com.