

### Price to Win: Course Overview

Price To WIN (PTW) involves both a strategy and a process for finding the price that wins a contract – the customer’s final trade off between capabilities and purchase price. To estimate the winning price before the purchasing decision, you must build your knowledge of the market, your target customer, your evolving capabilities, and your competitors’ evolving capabilities.

PTW is an integral part of the Business Development and Capture Planning process. PTW includes identifying, articulating, and implementing winning strategies designed to capture a specific business opportunity. In addition, it involves end-to-end commitment and leadership to carry the effort through to the win.

PTW is based on three main components that will support every type of capture opportunity regardless of size or complexity:

- Comprehensive knowledge of your customer’s needs and budget
- Competitive knowledge
- Your capabilities and financial needs

### Workshop Description

This 2-day interactive workshop builds practical skills through lecture, discussion, and skill-building exercises. PTW consists of these key training modules:

- **PTW Course Overview.** This workshop is designed for those involved in preparing, reviewing, and approving the PTW and the cost volume
- **PTW and the Business Development Process.** Learn how Capture fits in the BD process and how PTW is a key part of the capture
- **PTW and the Proposal Development Process.** Understand the six phases of the process and how PTW fits in each phase
- **Business Intelligence is the Key to PTW.** Learn how to research and implement important customer and competitive information needed to produce the winning price

Who Should Attend	Workshop Length	Workshop Material
Proposal Contributors	2 Days	Workshop Manual
Cost/Price Experts	2 Units	Shipleys Proposal Guide
Business Development Professionals		

### The Challenge

Developing the winning price with absolute certainty is impossible, but the most effective organizations get amazingly close.

Price To WIN will help you determine the best value price within your customer’s “winning price window.”

A good technical proposal is essential to get in the door. After that, the right price is essential to win.

Shipleys  
Proposal Guide  
v4.0



Included with Shipleys’  
Winning Business  
workshops

The **Proposal Guide** contains 52 topics and 12 model documents. Each topic section provides a summary of key points.

Shipleys | 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](http://www.shibleywins.com).