

2018 WEBINAR SERIES



5 WAYS *to* APPROACH *a* Win Strategy

Webinar Panel



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Webinar Agenda

GOOD

*You base your strategy on
your solutions (features)*

BETTER

*You base your win strategy on
customer needs and your solutions*

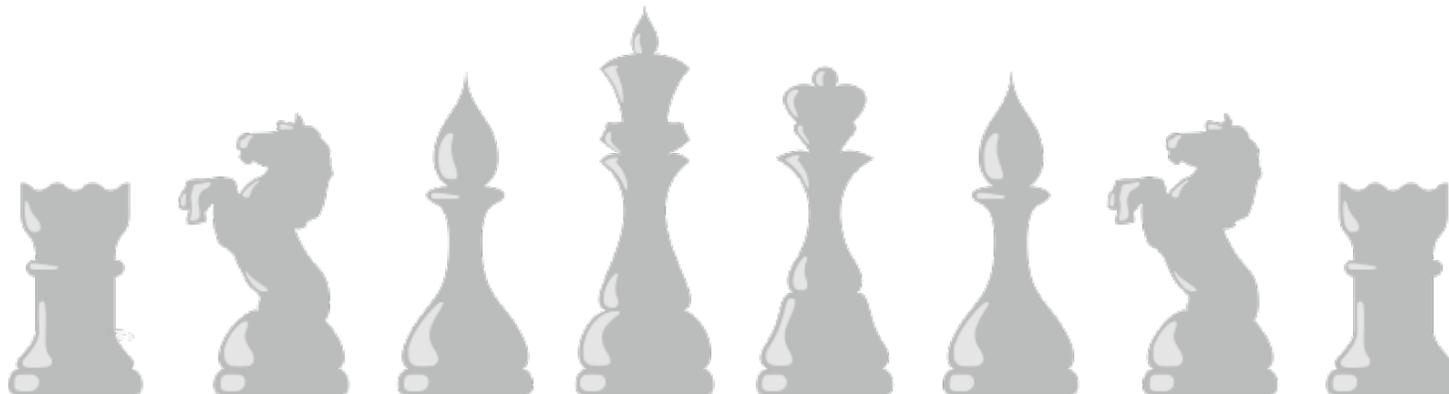
BEST

*You base your win strategy on
customer needs, competitive
position, and your solutions*

***A win strategy is built around our strengths –
we leverage strengths while mitigating weaknesses.***

***A win strategy also helps us fill gaps in our solution
or competitive position.***

***A win strategy helps us identify actions
we can take to improve our Pwin.***



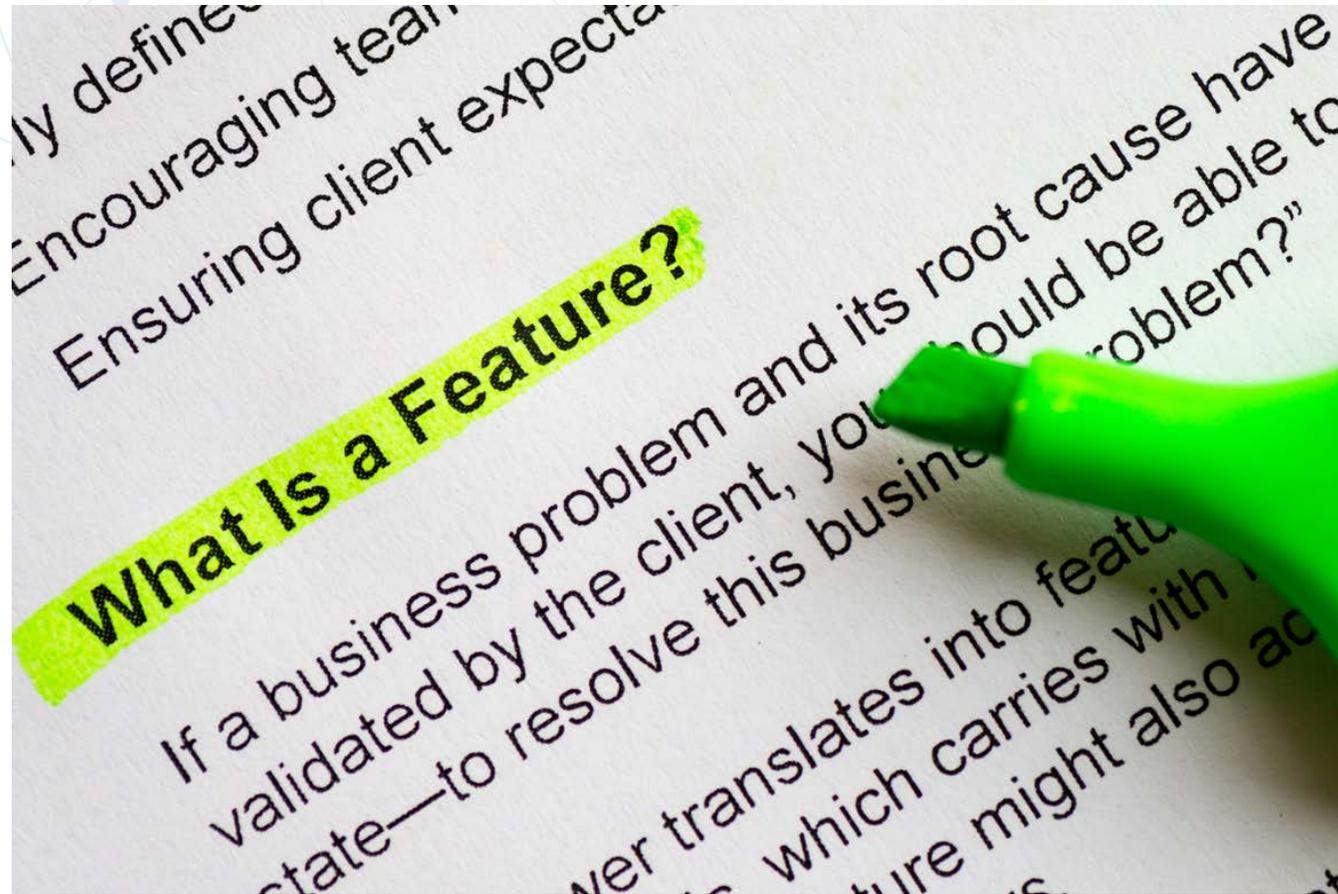
A Win Strategy is Not...

- A theme statement
- A hunch
- Your best guess
- Low price (sometimes)
- Based only on compliance
- All about us



GOOD

Win Strategy Based on Our Solutions (Features)



Yep... It's All About Us

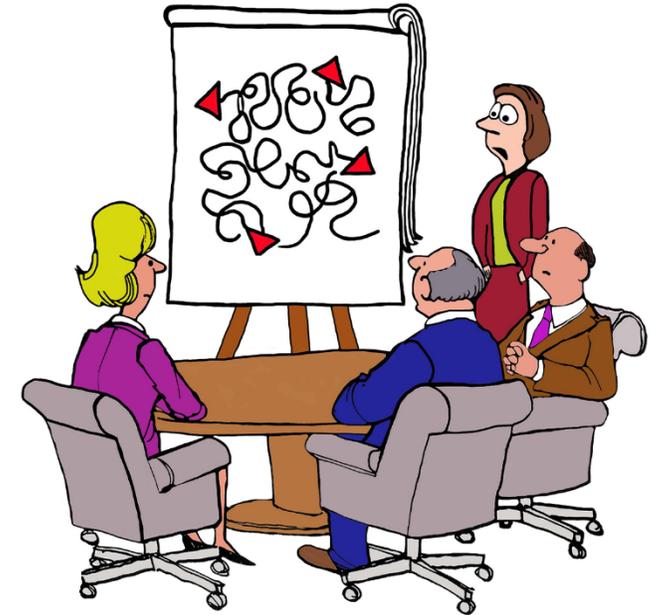
It's all about us... We think we are...

- ...the biggest
- ...the best
- ...the fastest
- ...world-class
- ...state-of-the-art



Good May Not Be Good Enough to Win

- If you don't know customer needs, you're guessing
- Hope is not a strategy
- Entering the race late? Proceed with caution
- Opportunity qualification is a must on all pursuits
- What message are you sending to the customer?



“The way forward is clear.”

Assess the Opportunity Before Proceeding



- Is it real?
- Can we provide it?
- Will the customer buy from us?
- What is the budget?
- How will it be funded?
- What is the schedule?
- Where will it take us?

BETTER

Win Strategy Based on Your Solutions and Customer Needs

Solutions Based on Needs = Benefits



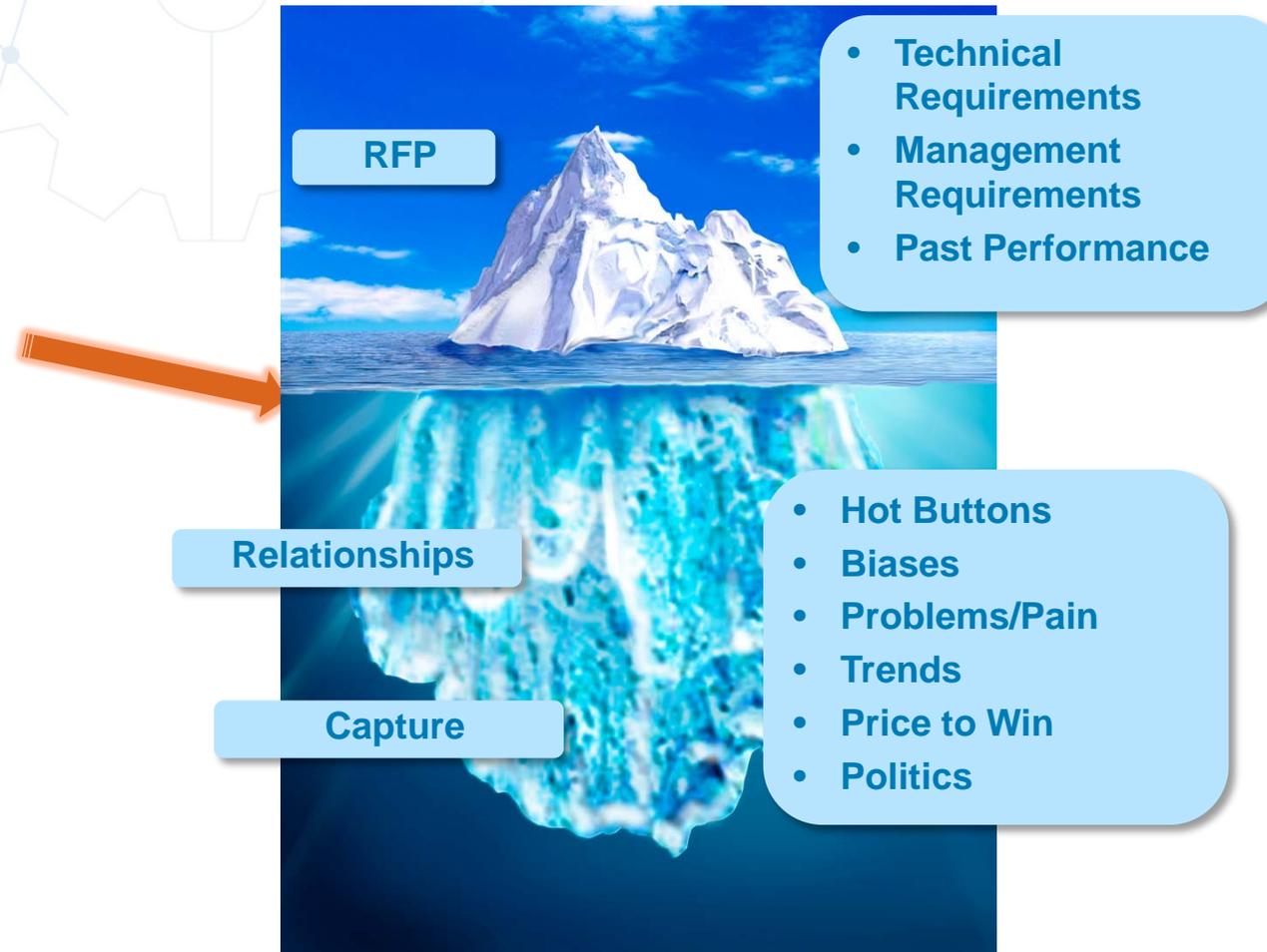
Clarifying Issues, Motivators, and Hot Buttons



- **Issues** are the customer's concerns. Issues are the *worry items that keep the customer awake at night*.
- **Motivators** are the *objectives that the customer is trying to achieve*.
 - Improve profits
 - Increase revenue
 - Reduce costs and redundancy
 - Improve safety and response time
 - Provide security
 - Demonstrate value to taxpayers
- **Hot Buttons** are a *consolidated set of issues and motivators*.

Hidden Needs and Issues: Below the Surface

What Sank the Titanic?



Better

Does Our Strategy Address the Customer Needs?

1

Have we identified the buyers (economic, technical), users, and influencers?

2

Have the customers' issues been addressed from the customers' perspective - free of our bias?

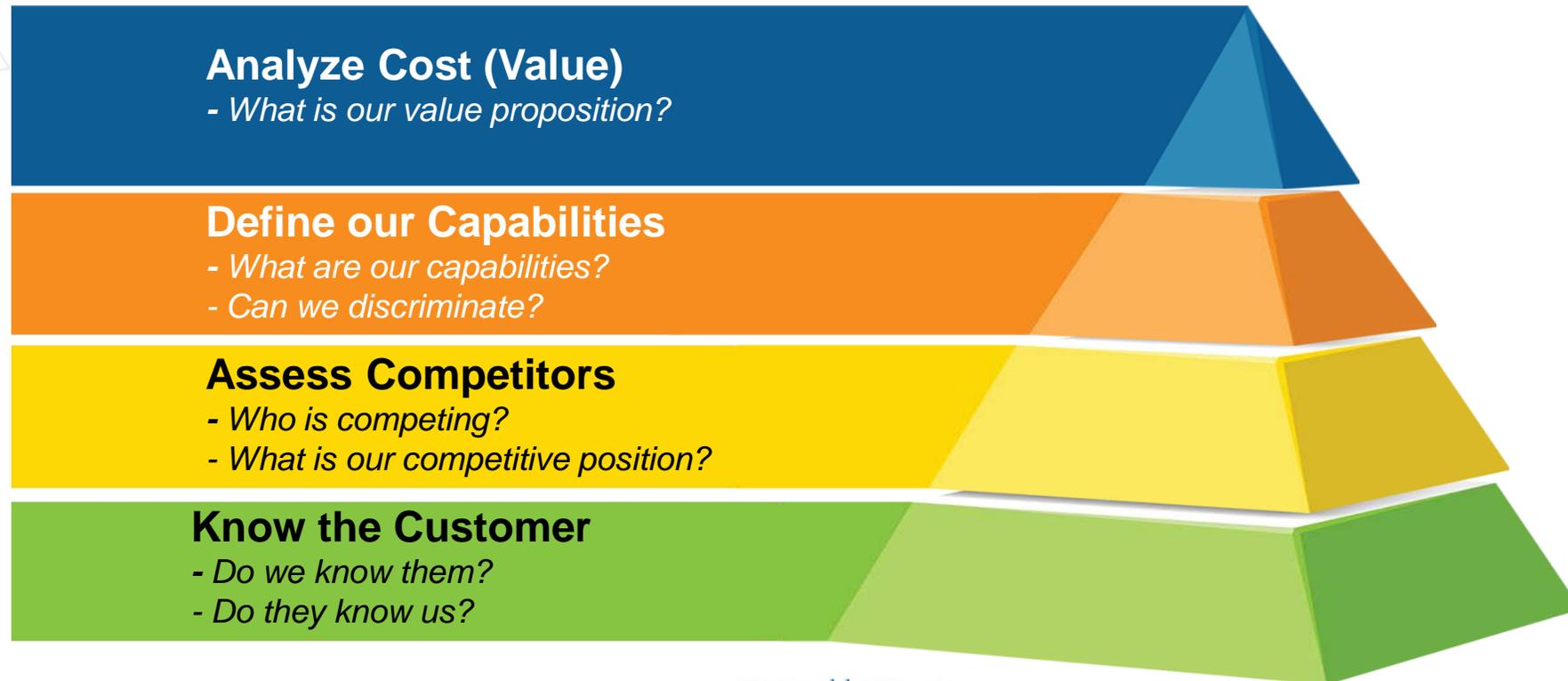
3

Is our offer customer-focused or seller-focused?

The BEST

Does Your Win Strategy Improve Your P^{win} ?

P^{win}



BEST

5 Ways to Develop the BEST Win Strategy



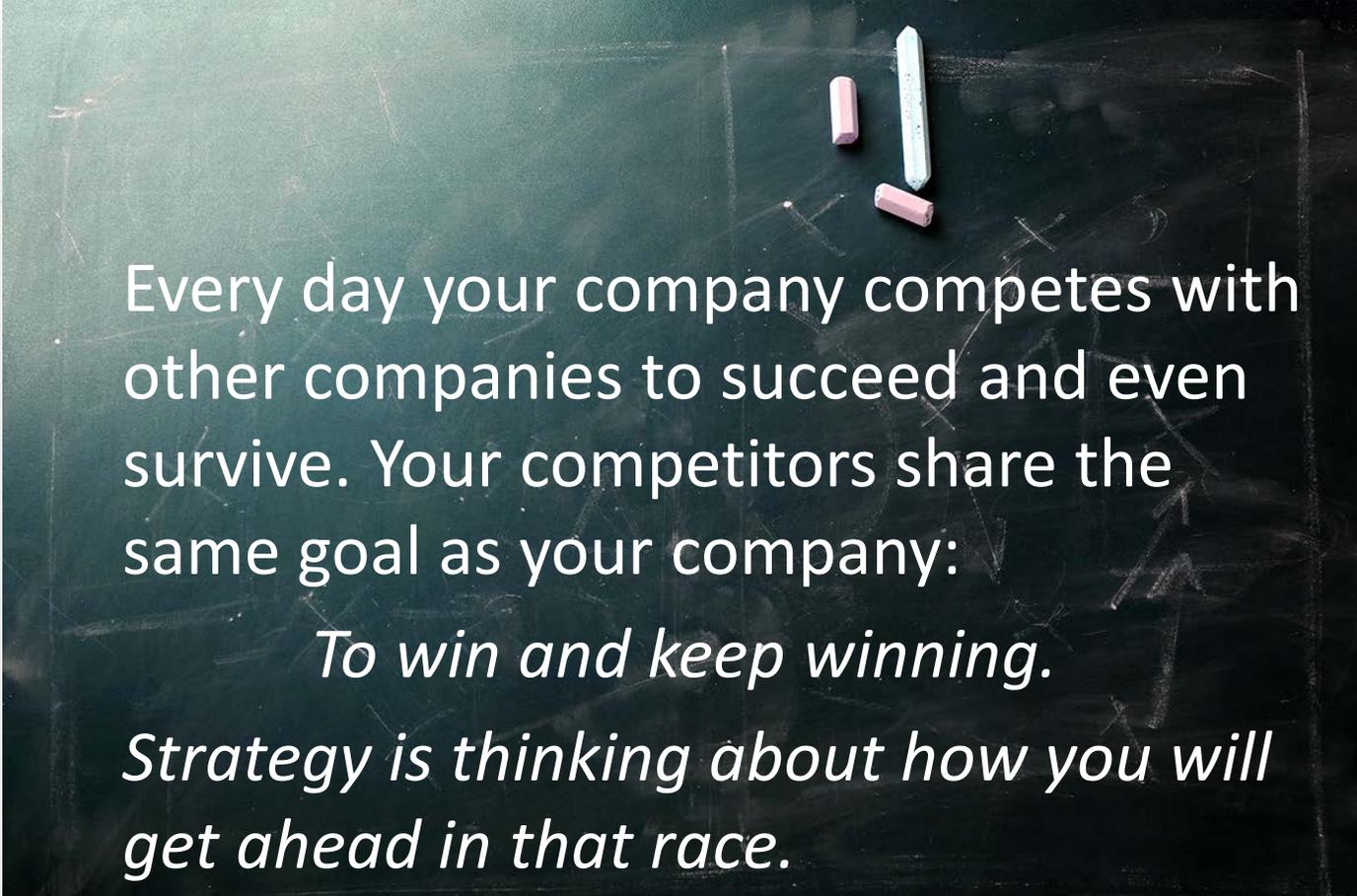
WIN!



What strategy is all about—what distinguishes it from all other kinds of plans—is, in a word, **competitive advantage.**

Without competitors there would be no need for strategy, for the sole purpose of strategic planning is to enable the company to gain, as efficiently as possible, a **sustainable edge over its competitors.**

The Win Strategy Race



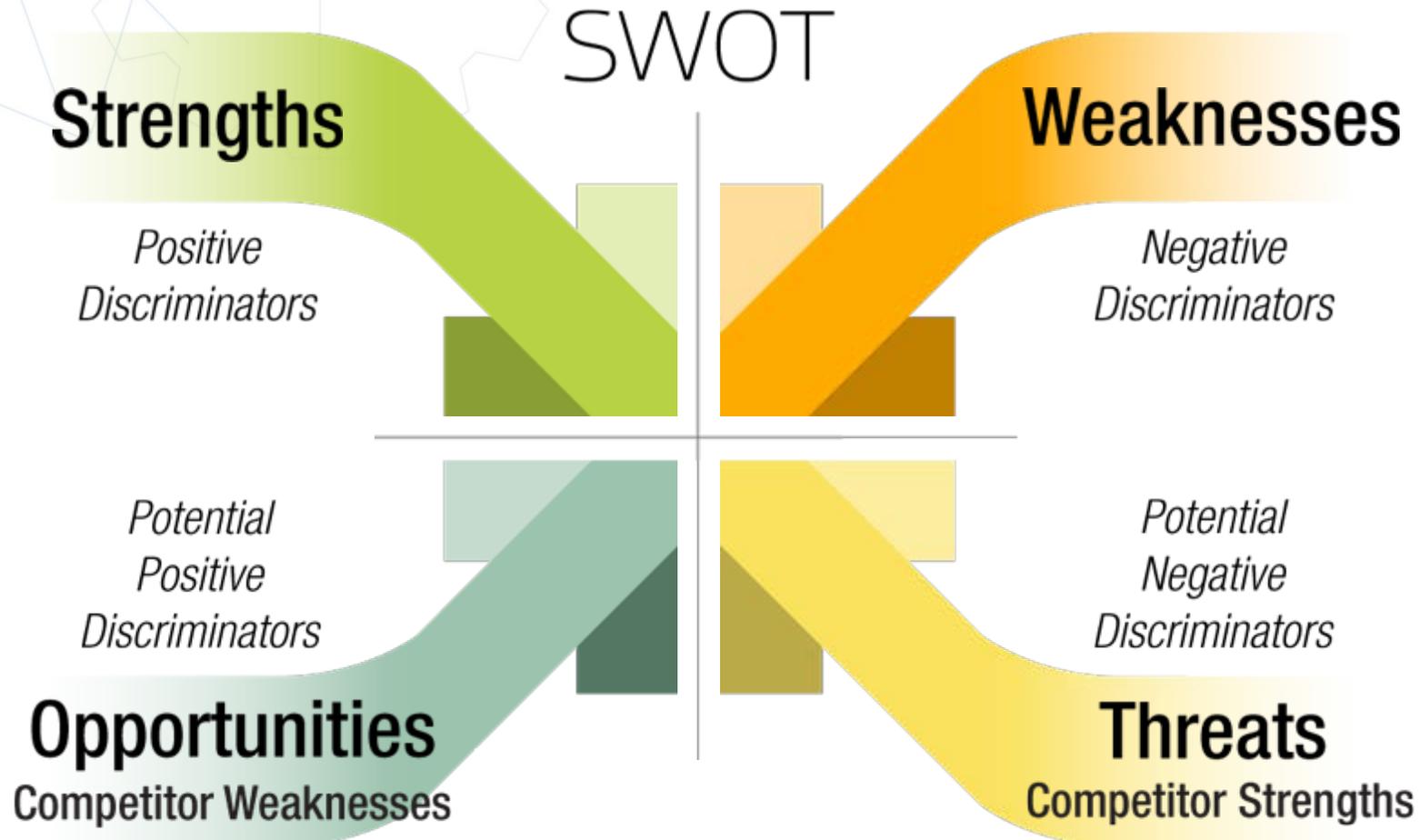
Every day your company competes with other companies to succeed and even survive. Your competitors share the same goal as your company:

To win and keep winning.

Strategy is thinking about how you will get ahead in that race.

SWOT Helps Us Identify Discriminators

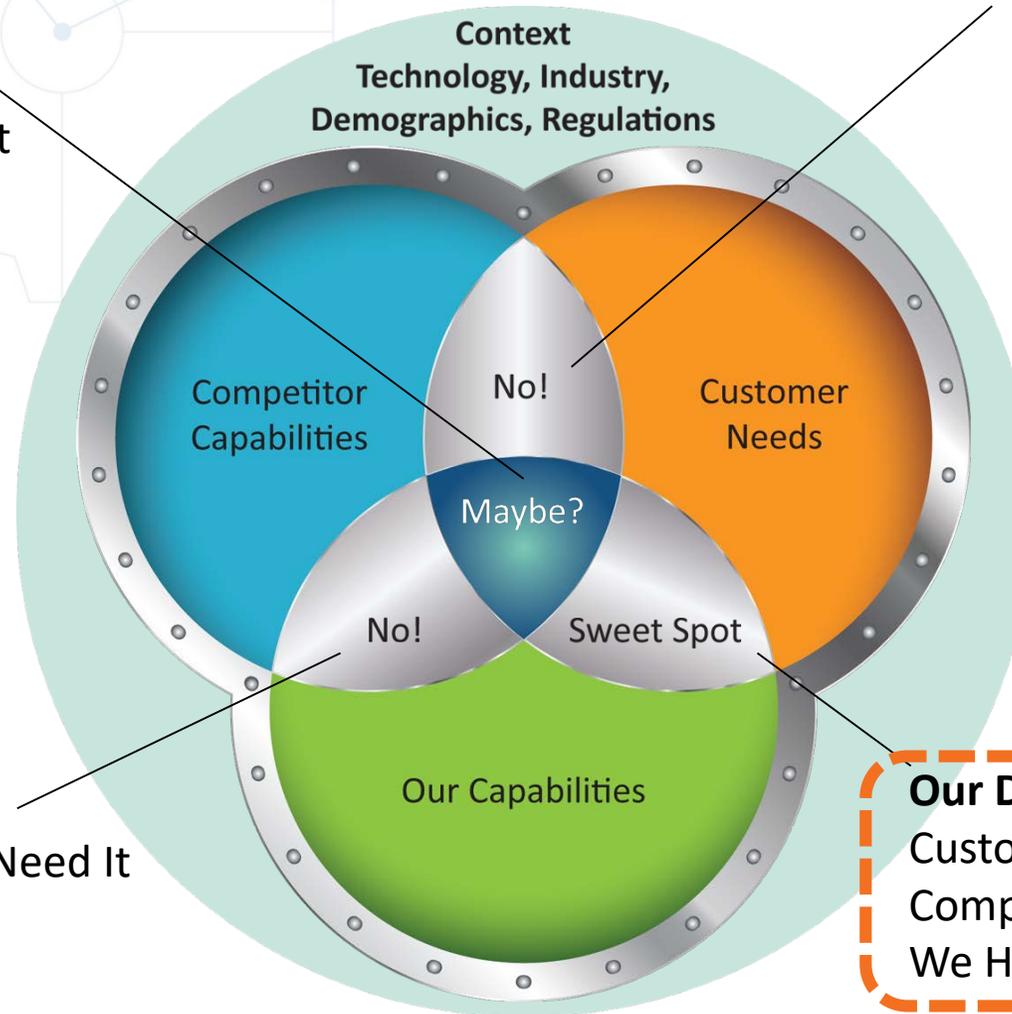
The BEST Win Strategy Requires SWOT Analysis



Focus on Discriminators

Neutral Position
Customer Needs It
Competitor Has It
We Have It

Our Weakness
Customer Needs It
Competitor Has It
We Don't Have It



Irrelevant Position
Customer Doesn't Need It
Competitor Has It
We Have It

Our Discriminators
Customer Needs It
Competitor Doesn't Have It
We Have It

Use a Bidder Comparison Chart to Support SWOT

ShipleysAssociates Bidder Comparison Chart											
Issues	Weight	Us (Vibrant)		Stark		Omega		OSG In-house		Competitor D	
		Points	Score	Points	Score	Points	Score	Points	Score	Points	Score
Marketing Creativity and Sophistication	3	7	21	6	18	8	24	5	15		
International Experience	2	7	14	8	16	8	16	4	8		
CRM Features	2	9	18	6	12	8	16	5	10		
Low Transition Risk	3	9	27	7	21	7	21	10	30		
Project Management	2	6	12	8	16	7	14	6	12		
Price	2	8	16	7	14	7	14	10	20		
Totals			108		97		105		95		

5 Ways to Develop a Win Strategy



WIN!

Develop Win Strategy Statements

Leverage All 5 Ways

- We will *mitigate our weakness* in..... by....(action)
- We will *leverage our strength* in by.....(action)
- We will *neutralize our competitor's strength* in... by....(action)
- We will *exploit our competitor's weakness* in.... by....(action)
- We will *focus on our discriminators!*



Translating Win Themes into *Theme Statements*

Features	<i>Aspects, or attributes of our product or service— Speed, schedule, dollars of revenue collected, etc.</i>	What
Benefits	<i>Advantages that solve a problem for the customer— Reduced cost or risk, improved quality, reliability, profit, safety, etc.</i>	So What
Discriminator	<i>A benefit that is important to the customer and is unique to you –</i>	
Theme	<i>Themes link discriminating features and benefits to customer</i>	Why Us
Theme Statement	<i>A theme statement highlights our benefits by emphasizing our discriminators or features. It links benefits of our solution to customer hot buttons.</i>	

5 Potential Elements of a Theme Statement

<Customer> <Quantified Benefit> <Specified Feature> <Discriminator> <Proof>

Theme Statement Example

- We are Vibrant selling a CRM solution
- Costabellas is our customer looking for a CRM solution
- We have met with the customer and believe we have some discriminators



Develop a Customer-Focused Theme Statement

Feature

The Vibrant CRM system provides long-term support of your objectives. Costabellas will **reduce the cost** of both sales tracking and lead nurturing campaigns by selecting Vibrant as its partner.

Benefit

How would you re-work this theme statement to show the benefit before the feature?

Customer and Benefit First

Customer

Benefit

Costabellas will **reduce the cost** of sales tracking and lead nurturing campaigns by selecting Vibrant to implement a **CRM system** that promises immediate results and long-term support of your objectives.

Feature

A Theme with a *Value Proposition* is Stronger

Customer

Benefit

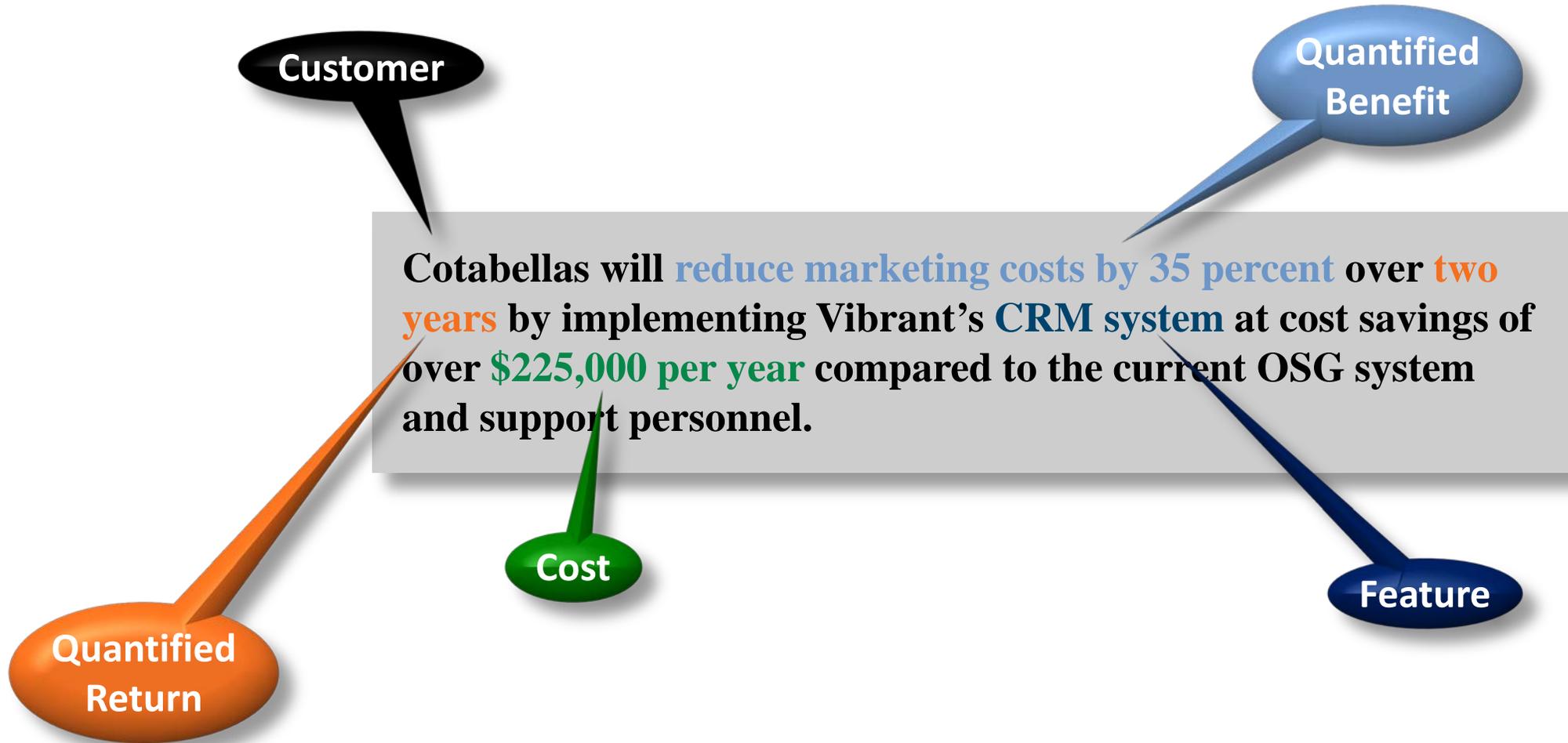
Feature

Costabellas will **reduce the cost** of sales tracking and lead nurturing campaigns by selecting Vibrant to implement a CRM system that reduces overall marketing costs **by 35 percent**.

Quantified
Return



A Detailed Value Proposition is Stronger Yet





Turn a Feature into a *Discriminator*



Webinar Summary

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*You base your win strategy on
customer needs, competitive
position, and your solutions (think
Pwin)*

Questions



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- Dec 12** Writing to Win

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