



HELPING TO COMPETE, WIN AND DELIVER

Your Capability Partner



“Through a tailored programme of capture improvement activities, Shipley-Harmonic helped us to move from mere compliance to realising the benefits of sound capture planning”

Account and Capture Management Capability Service

A major prime contractor was concerned that win rates in competitive bid situations were falling and this was threatening achievement of financial targets.

Shipley-Harmonic supported lessons learnt workshops and identified that account and capture management activities had not effectively positioned the company to win. This was resulting in Bid Teams having limited opportunity for success.

The company had already commissioned Shipley to provide a range of training courses aimed at improving the capabilities of the people. It was agreed that in order to embed the Shipley best practice approaches, the organisation required a more targeted approach to ensuring that organisational capabilities were also addressed.

Supporting the Improvement of Performance Through Capability Assessment and Development

Shipley-Harmonic provided a service specifically targeted to meet the customer’s needs and priorities. The service was designed to support the improvement of performance through the application of a simple model:-

- **Capability assessment** – understanding the existing capability and identifying areas for improvement
- **Capability development** – improving the internal capabilities
- **Capability provision** – supplementing the organisation’s capability with high quality support
- **Capability re-assessment** – measuring the improvement achieved and identifying ongoing improvement needs

The existing Shipley business winning training provided the team with the tools and techniques to improve account and capture management. To ensure that this was used in practice during business winning activities this was supplemented by a complete service aimed at embedding best practice.



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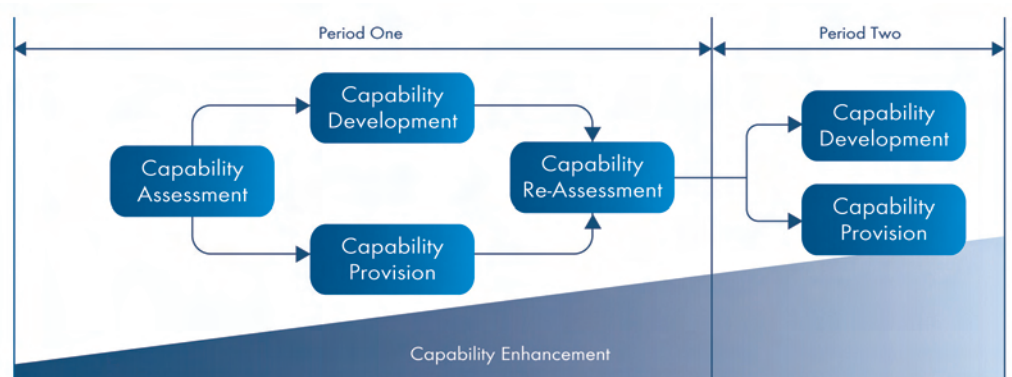
The service was based around a lead Shipley-Harmonic consultant who provided a continuous presence to manage and deliver the day-to-day activity. This individual was supported by core Shipley and Harmonic resources who ensured that improvements were being delivered and provided regular support.

This team then demonstrated to individuals and teams within the client the benefits of adopting new practices and the most effective way to apply them. This created the advocates needed within the organisation to spread the approach beyond the direct influence of the training.

Throughout Shipley-Harmonic ensured that the practices were appropriate for all markets where competitive bidding is managed through formal customer procurement processes.

Our Approach

A tailored blend of capability assessment, development and provision



The Benefits

The combined impact of the Shipley-Harmonic Service led to:-

- A better understanding of the customer, their organisation and the key decision makers
- Improved customer contact at all levels
- More focused and effective account strategy
- Targeted influencing of the customer to slant the requirements to the client’s solutions
- Improved solutions more closely aligned with customer’s needs
- More effective capture strategies
- Better bid/no bid decisions
- More efficient use of account management, sales and capture resources
- Improved understanding on entry into the bid after receipt of the ITT

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