



Training and Consultancy Services

ENABLING A LARGE AEROSTRUCTURES COMPANY TO WIN BUSINESS

A large European Aerostructures company was bidding for business but losing on a regular basis, and did not know why.

Shipley were called in to diagnose why a traditional aerostructures company that makes large aircraft structures was not winning business. This company is a major supplier to the aircraft industry and had a good track record for high quality on the items it delivered. However, its order intake was suffering as it was not winning any new business. It had lost nearly all of the last twenty bids that it had submitted.

Diagnosing the issues to provide a benchmark for improvement

The first activity was to assess the quality of the proposals being submitted, as well as assessing the manner in which proposals were written, the processes used and the skills of the people.

From this it was evident that

- Bids were little more than written quotations
- There was no strategic focus to highlight the benefits this company could bring
- There was no Executive Summary
- The bid gave no confidence to the customer is showing how the products would be made and how the risks would be managed

Delivering rapid returns

By focusing on a live proposal Shipley was able to demonstrate real practical methods for improving bid performance. The activities carried out included

- Rewriting large sections of the bid in a customer focused manner
- Writing an Executive Summary
- Giving the bid team an overview in how to write in a customer focused manner
- Defining an outline business winning process to provide a structure for sales and bid management

The Benefits

As a direct result of this work, this customer has achieved a winning position. Their end customer has commented on the quality of their proposal stating it was a step change compared to the bids that they have previously submitted.

Supporting the improvement of performance through capability assessment and development

Delivering an immediate improvement on business winning capability