



“By working in partnership with Shipley-Harmonic, we have achieved significant growth in our business”

Alan Cox, Selex Systems Integration

Business Capture

In today’s competitive environment effective business winning is vital to all companies. The Shipley-Harmonic alliance provides our clients with expertise in every aspect of capture strategy and proposal development, supporting bids of any size, scope and complexity.

Who are Shipley?

With over 300 consultants worldwide, Shipley has a well-established capability in bid and proposal process and training. Their tools and approaches form the basis of many companies’ bid processes and they support over 180 major proposal efforts per year with a client win rate of over 82%.

What is the Shipley-Harmonic Alliance?

The Shipley-Harmonic alliance covers every aspect of the opportunity lifecycle. We tailor each engagement to work effectively with client teams.



Pursuit Decision — Bid / No Bid — ITT — Bid Submittal - Contract Award

Full Term Capture and Proposal Management Consulting

Rediness Review	Blue Team	Draft Executive Summary	Kick Off Meeting	Baseline Solution Review	Proposal Development	RFP Compliance Check	
	Competitor Assessment	Develop Bid Plan	Develop Bid Outline	Storyboard/Writing Plan Development	Pink Team	Red Team	Lessons Learnt

Interventionist support, proposal benchmarking, coaching and workshops

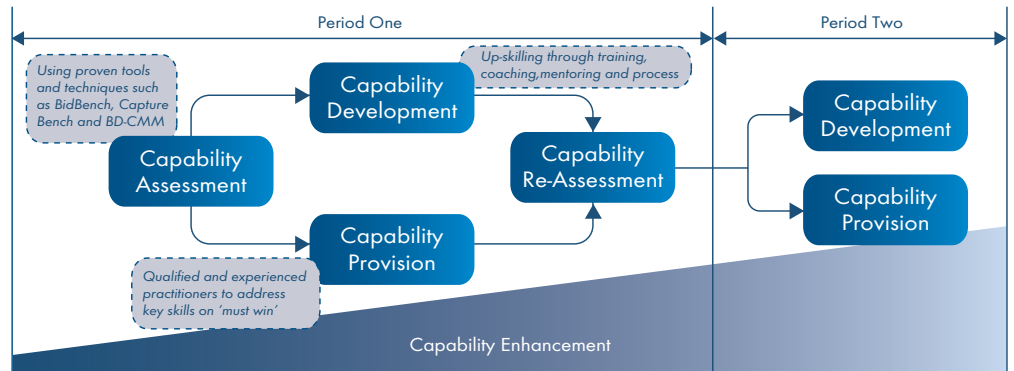
Capture Workshop	Blue Team Workshop				Bid Bench	
Capture Bench	Executive Summary Coaching	Writing Skills Coaching	Storyboard Workshop and Coaching			

Tangible Milestone Deliverables

Capture Plan	Blue Team Actions	Bid Outline	Storyboards	Lessons Learnt Review
	Bid Plan	Response Matrix	Pink Team Actions	
	Draft Executive Summary	Proposal	Red Team Actions	
		Compliance Checklist		

Our Approach

A tailored blend of capability assessment, development and provision



Why Shibley-Harmonic?

Higher win rates

- Better focus on customer issues
- More focused win strategy
- Better competitive positioning
- Better communication with the customer

Lower bid costs

- Better bid/no bid decisions
- Better win rate
- Better use of resources
- Access to customer, sector, technology and process experts

Win better business

- Better control of bid process – effective reviews
- Access to customer, sector, technology and process experts
- An understanding of what will be delivered

Turn best practice into practice

- Shibley coaching on the job
- Demonstration of process in a real situation

A smooth transition to delivery

- Continuity of controlled handover and additional resource to mobilise

An end-to-end service

- A through life cycle process supported by Shibley and Harmonic expertise

A Trusted Advisor

- Independent objective advice particularly at senior level

Case Histories

Support with new and existing business streams – we provided a well proven sales process, delivered by a team of experienced practitioners, to transform Selex Systems Integration's order intake. Our capture and bid specialists helped to win new business in a new marketplace and secured follow-on orders from the existing customer base. They achieved an increase in turnover in excess of 50%.

Support to a major bid into the Ministry of Defence – we played a significant role supporting the winning bid on a major UK armoured fighting vehicle programme. Our involvement covered proposal management and review, authoring/editing, provision of subject matter expertise, systems engineering and programme management.

For more information about how Harmonic can assist across the programme lifecycle contact: Harmonic Limited, The Hatchery, Eaglewood Park, Ilminster, Somerset TA19 9DQ Tel: 01460 256500 Email: enquiries@harmonicltd.co.uk www.harmonicltd.co.uk