



Improving Sales Effectiveness and Capture Management

3SDL supports the Ministry of Defence in the procurement of highly complex systems. In order to meet their ambitious growth targets they needed to substantially improve their sales effectiveness and capture management.

“Harmonic helped us overhaul our whole sales pipeline and focus on winnable opportunities that match our strengths; develop our own people and provide best practice expertise on specific bids. This is delivering good sales growth with no increase in our bidding costs”

Matt May
Managing Director 3SDL

Harmonic had already worked with 3SDL supporting them in winning more business. The company asked Harmonic to conduct an audit which established that 3SDL suffered from a lack of robustness in their approach to identifying and pursuing opportunities.

Working across the full range of business winning activities Harmonic provided:

- A sales and capture management solution tailored to suit the client’s corporate culture. The solution applied best practice to better identify, qualify and prioritise opportunities, ensuring only those that 3SDL had a strong possibility of winning were invested in and pursued
- A one-day Sales Conference attended by the whole company to introduce the new capture management tools and processes. The day also looked to develop consistent messages to ‘sell’ 3SDL’s capabilities and methods for improving their customer intimacy
- Support to a number of win strategy workshops during this period, the aim being to establish the capture and/or bid strategy or otherwise recommend a bid/no bid decision
- Specialist support in developing specific bids, ensuring that the win probability was maximised
- Support to the 3SDL board to get the business structured to best support sales and capture activities

The Result

Supported by a simple and robust facility 3SDL now has a well managed capture process and method of qualifying which opportunities to pursue and how to prioritise capture efforts.

Harmonic developed a strong relationship with 3SDL at all levels of the business and continues to provide regular reviews and coaching as well as development and authoring support to specific bids.