



## Support to Waste PFI Bids

Harmonic have provided a range of support to assist Shanks Waste Management Limited in their business winning activities. Initially engaged in support of a 25 year waste management contract into Barnsley, Doncaster and Rotherham (BDR) Local Authorities, the relationship was then subsequently extended to include 3SE (a consortium of Shanks and Scottish and Southern Electricity) in support of their consortium bid.

### Harmonic provides critical support across a number of key roles within all Shanks major bids

Support was initiated with a win strategy workshop, led by a senior Harmonic practitioner, who facilitated the bid team in identifying and testing the key win themes for the 3SE proposal. The workshop was based on a standard Harmonic win strategy template that has been built on established best practice principles.

The workshop allows the 3SE team to consider the proposal from the customers' point of view. It starts with the customer vision for the procurement and an analysis of the key stakeholders and their preferences. It then considers the potential solutions and potential competitor offers and then builds a strategy for winning the bid.

Based on the defined strategy Harmonic then deployed resources to help build, refine and format the proposal content, with the main focus being on producing a compelling Executive Summary. The key differences made by Harmonic were in making the Executive Summary a customer focused document:

1. Explaining to the customer how the Shanks solution delivered benefits to them
2. "Ghosting" competitor solutions
3. Providing a clear vision of how value would be delivered.

### The Result

- Feedback on the resulting submission from Shanks was that it was the best they had produced.
- 3SE have been announced as preferred bidder for the BDR project and are in the process of moving to financial close.
- As a result of this support, Harmonic has been engaged on further bids with Shanks that are still ongoing.