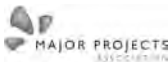


> **advance**  
BUSINESS GROWTH



# WORK WINNING

Talk to us about how we are achieving a win rate of over 80% with our customers



**Confederation of British Industry 'Doing more with less'** Excerpt: October 2009

“This year has been challenging both for government and for business... Nonetheless, it looks as though the worst of the recession may be behind us... Beyond the recession, the drivers of economic growth will almost certainly be different to the recent past, with consumer and government spending expected to be more constrained. So business investment... will need to make a much greater contribution to economic growth.”

### **Advance Business Growth**

We help you to achieve growth in four key areas:

- Strategy, Brand and Culture
- Work Winning
- Improving Delivery
- Engaging People

### **Doing more from less by being better with less**

Simply doing more is an assumption that businesses can actually achieve more without being better at what they do.

With less opportunity and greater competition, Advance Business Growth prepares your organisation for new market opportunities and challenges.

### **And you get?**

- Clear direction and improved leadership
- Greater certainty from a growing and higher quality pipeline and order book
- Profit growth by reducing waste
- The hearts and minds of your people and your customers

**We achieve a win rate of over 80% when our clients engage us early to bring focus and direction to their Work Winning programmes.**

We achieve a win rate on major bids of over 4 out of 5 when our customers engage us early to bring focus and direction to their Work Winning programmes.

**What you get from working with Advance:**

- 1 Your strategy delivered, the pipeline grown - market share, revenue and profit increased.
- 2 Greater certainty in your approach to your market, building confidence in your customer and your own organisation
- 3 Your organisation focussed on selling and beating your competition
- 4 A fully integrated Work Winning programme in your organisation - focussed on exceeding your customers' expectations and the capabilities of your competitors
- 5 Strong selling techniques that get to the heart of your customer and reinforce your selling proposition
- 6 One consistent, winning methodology, including Work Winning processes and skills - developed in the field and aligned to Advance's accredited ISO 9001:2008 Work Winning process
- 7 Different bid teams applying a consistent reliable process, leaving them able to add real difference to your bids
- 8 Virtual teams working as one and providing experienced support to make it happen
- 9 Winning bid submission documents that are compelling, through clear writing style, visual personality, strong evidence, good structure and 'the dreaded' - they answered the customer's questions!

norm for a long time to come. How will you stand out and win? What will happen if you don't?

Do you play a part in Work Winning in your organisation? If you do, we want to talk to you to understand your current experience of winning work. You may be an experienced hand that wants an update on current thinking, or you are new to Work Winning and need some support.

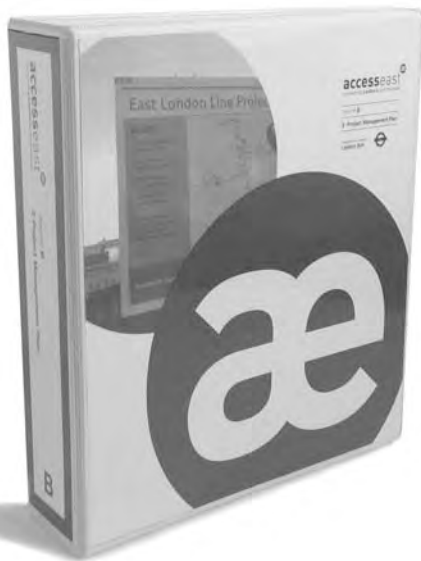
**What's your situation?**

- Is your organisation, direct sales or tendering led?
  - What is your win rate?
  - How much is bidding costing you?
  - How are bid managers selected?
  - What is their level of commitment?
  - How good is your retention of key staff?
- Fewer opportunities with more competitors per opportunity will be the

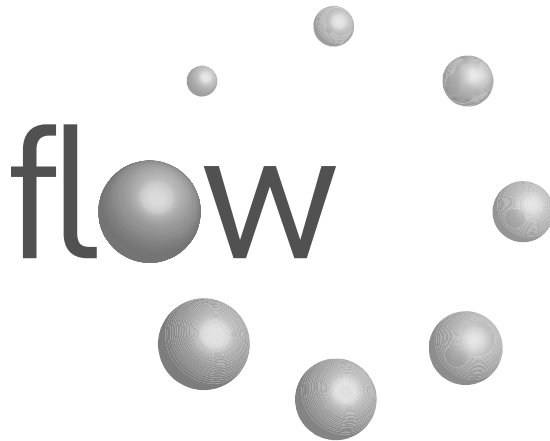
**access**east   
connecting **London's** communities



02



01



03

**ACCESSEAST** 01

The brand and bid presentation for the East London line tender

**COSTAIN / ATKINS - A421 BID** 02

Successful bid seen as ground breaking and marked well above the nearest competitor.

**FLOW - M25 DBFO SUBMISSION** 03

The distinctive brand for one of the bidders for the M25 DBFO.

“The typical combined cost of pre-qualification and tendering... is 4.5% of the contract value of a project”

**Reading University**

**Our customers tell us some of their problems:**

- 1 Waiting until the opportunity is advertised, means it is difficult to forge crucial relationships with decision makers, for example, if your bid team doesn't understand the nuances of the public procurement process
- 2 Lack of differentiation in the offer leading to:
  - Inviting more competition
  - Fewer wins and higher costs
  - Declining pipeline and order book
  - Pressure from shareholders due to lower profitability
  - Reducing confidence in your organisation, in your people and your customer
- 3 Losing sight of Work Winning as an opportunity for growth and for the development of their people
- 4 Work Winning can be seen simply as a process, devoid of strong customer engagement.
- 5 Often bid teams contain no one with the techniques of selling or writing in a compelling way. This usually means offering the same as your competitors and missing the target

- 6 There is no defined accredited process that teams can comply with in this most strategic activity
- 7 Often each new bid starts from scratch, with a new team and a revised, not necessarily better, approach. It is difficult for anybody to see Work Winning as their responsibility
- 8 We waste a lot of bid budget money and do not win work because we repeat many of the same mistakes

**Talk to Advance**



01



02



**GALLIFORD TRY - LNW OPFA BID 01**

Bid management and workshop consultancy, supported by design concept and implementation to page templates, production of artwork for covers, section dividers and slip case for this 4 volume submission. This bid involved the commissioning of photography from a specialist 'rail' photographer and the overseeing of the submission by a copywriter.

**SKANSKA McNICHOLAS - EDF SUBMISSION 02**

Advance were involved with the creation of the bid identity and implementing this on folders, dividers and managing the production of this 2 volume submission. Photography was used to represent the key messages of each section.

## > advance

ST MARY'S HOUSE  
CHURCH STREET  
UTTOXETER  
STAFFORDSHIRE  
ST14 8AG

TELEPHONE  
+44 (0)1889 561510

FACSIMILE  
+44 (0)1889 561511

EMAIL  
enquiries@advance-consultancy.com

WEBSITE  
www.advance-consultancy.com

We work with shareholders, directors, and operational leaders, at an organisational, team and individual level to bring clarity, direction and focussed programmes for Work Winning.

**Talk to us about how we are achieving a win rate of over 80%.**

**“We bid for four, primarily targeted two, and with the help of Advance won all four”**

**Facilities Management Company**