Winning Business

"Winning business rarely depends on a single sales conversation. It depends on how well an organisation understands and responds to customer needs"

Many organisations have strong products and capable teams, yet winning new business remains inconsistent. When growth relies on "individual heroics" rather than a structured system, even the best proposals lose to competitors with similar capabilities.

The symptoms of an informal process:

- Poor qualification: Wasting resources by chasing every lead instead of focusing on where you can actually win
- Product-centric pitching: Talking about "what you do" rather than diagnosing the customer's specific strategic hurdles
- Late-stage entry: Joining the race after the customer (and other providers) has already defined the requirements, leaving no room to influence the outcome
- Siloed teams: Project, Technical, and Commercial leads working in isolation rather than as a unified, high-performing bid team

The issue is rarely effort; it's a lack of a strategic approach to winning business.

Winning business is a capability, not an event

We developed the Winning Business framework to help you introduce a strategic approach to your sales. It is the third pillar of the Opsis Intentional Leadership System, designed to move teams away from reactive pitching and toward intentional, high-margin execution.

"I've done a lot of training and no one else does it the way Opsis does. It's very much action learning."

The Sales Alignment Framework

- A defined strategy and process for winning business: A clear understanding of the marketplace and your target client
- Commercial differentiation, ensuring a clear value proposition
- Customer insight: Deeply understanding the "needs and dreams" of the client to ensure your solution is indispensable
- Internal cross function alignment and contribution to sales
- Stakeholder engagement: Mapping the decision-making unit and building trust
- Skills development and live application

The Winning Business process

Stage 1 - Initial assessment and benchmarking against the Sales Alignment Framework.

Stage 2 - Steps determined to bridge the gap between your current approach and an effective approach to winning business

Stage 3 - Designing the sales framework for your business*

*If you already have/follow a repeatable process for selling, we're able to start at stage 4.

(Stage 4 on the next page)

The tools and techniques are very powerful, but they're also very simple, people at all levels in the business get it, and get it very quickly”

Stage 4 - The Winning Business workshop.

This is not traditional theory-based sales training. The team applies the Winning Business process directly to a current or recent high-value opportunity. We cover:

- The Sales Alignment Framework
- Role Mastery: Defining the roles within the bid team
- Preparation: Learning what "best-in-class" preparation looks like for every key stage of a bid
- Strategic Problem Solving: Understanding the tools and techniques needed to solve complex bid challenges. including:
  - How to uncover explicit client "needs and dreams" using consultative selling
  - How to write bid documents that focus on benefits to the client
  - How to develop a high-impact presentation style to deliver solutions
- Implementation Planning: Produce a concrete improvement plan to apply these skills back in the office

The outcome

When the Sales Alignment Framework is integrated into your organisation, you achieve:

- **Improved conversion:** Turning a higher percentage of opportunities into revenue through disciplined qualification
- **Stronger relationships:** Built on a genuine understanding of client expectations rather than just transactions
- **Silo reduction:** Aligning Sales, Marketing, Project Managers and Senior Leaders around a common language and a "Best Practice" bid process

Want to learn more about how Winning Business would help your team? Contact us at info@opsisconsulting.com