



# ALCATEL-LUCENT ENTERPRISE

Helping to make connections

## Value at a glance

- Clear, value-driven tender responses
- Enhancing the communication skills of the team
- Raising awareness of ALE solutions for Government

## MAKING EVERYTHING CONNECT

Built on 100 years of continuous innovation, Alcatel-Lucent Enterprise (ALE) 'Makes everything connect'. They deliver digital age networking, communications and cloud solutions to clients in the healthcare, aged-care, government, education, hospitality and transport sectors. ALE helps them connect with their users and communities, delivering high value outcomes through ruggedised and highly available systems.

## BIDDING FOR BUSINESS

As a telecoms provider wanting to build its government business in Australia, ALE needed some help with putting together strong responses to tenders. ALE's business is technical and so is the language used in their tendering. The content of their tender documents must connect people and businesses, as much as their innovations do. But the challenge was how to convey a complex technical proposal in business terms, particularly the Executive Summary, which is often read by non-technical procurement and department leaders.

Carol was engaged to support Karl Sice and his ANZ team in preparing professional proposals, with solutions that translate into business value. The proposals needed to make a difference in expressing ALE's capabilities, service outcomes and value delivery to private and public sector. Specifically, Carol helped Karl and his team to develop 'win' themes - an overall story about their value, credentials and why the government should pick them.

Carol managed the whole submission process. She ensured all content was created on time, executive reviews were carried out, all supporting materials were included, documentation was in the right format and the overall submission was finished on time. This allowed the ALE staff to continue their client facing activity. She also provided the team with advice and guidance on how to address broader public sector policies, such as social procurement, which play an increasing role in the Government's evaluation of suppliers.



**Carol makes deciphering our messages easy, because she cuts right through with objectivity and telling me the truth. Her opinion always counts.**



## ACCELERATING UNDERSTANDING

"The market now expects a greater level of professionalism in how we translate solutions and we only get one shot. We know our core business, and Carol has shown us how to communicate it," says Karl.

By helping Karl and his team to articulate their value and shape their narrative into more meaningful and commercial language, rather than technical jargon, Carol is bringing an accelerated understanding of ALE to the market. She continues to generate professional transformation in her writing and/or editing of all or key sections, resulting in stronger responses to targeted government tenders, which so far, have been shortlisted or selected in every instance.

## CONFERENCE COMMUNICATION

ALE also called on Carol's skills in coaching for verbal communication. They were running a half-day conference for their partners, and needed to ensure messages were succinct, direct, clear and focused on helping partners to succeed.

Carol provided consulting advice on the agenda, themes, and content of the ALE team's presentations and speeches to ensure that the goal of providing partners with a value-adding experience was met.

The outcome was a very successful event, with partners re-energised, and relationships strengthened. ALE continues to be seen as a company that partners want to engage with - one that is focussed on them and invested in their success.

## WINNING MESSAGES

Not only is the business realising the positive impact of Carol's engagement, but the team members are enhancing their communication skills from her mentoring. She works with a team or individually, on tenders and special projects, helping to articulate why the team or their proposed solutions, services, or products are ideal for the clients.

Alcatel-Lucent Enterprise makes everything connect by delivering technology. Carol Benton of Words2Win makes everything connect by giving them winning words.

