

## Content

### **Bid strategies**

- bid/no bid criteria; declining to bid without damaging the relationship
- preparing a winning bid
- going all out to win; positioning, differentiation, compliant and noncompliant bids
- pricing strategies

### **The decision making process**

- identifying everyone involved in the decision
- getting access to people that are difficult to contact
- making an impact when you do get contact

### **The buying cycle**

- how customers are thinking and behaving at each stage in the buying process
- premature expertise; a real danger
- the need to influence the customer's decision criteria

### **Customer contact**

- preparing for customer meetings and telephone calls
- understanding a customer's current situation and problems
- implicit and explicit needs

### **The document**

- style, presentation, impact
- customer needs replayed in their language
- linking your offer to their needs
- their return on investment
- handling customer concerns about risk and cost.

# Writing Persuasive Tenders and Proposals

## Sales

You are involved in the preparation of tenders or proposals. If your win rate is no better than one-in-three or worse, you need to attend this programme. We will equip you with the tools to understand your prospective customers' needs and how they make their buying decisions.

You will learn when and when not to bid, what makes for a winning bid strategy and how to improve the quality of your tender and proposal documents immeasurably.

### **Benefits**

By the end of the programme you will be able to:

- make objective decisions to bid or not, based on your own clear criteria
- identify decision makers and key influencers, gain access and make best use of opportunities for contact
- uncover customers' real needs and exceed their expectations
- respond in the optimum way at each stage of the buying cycle
- prepare winning bids based on the customer's selection criteria
- improve your win ratio.

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### **Approach**

The programme is led by an expert facilitator who brings extensive experience of preparing winning bids, genuine insight and useful anecdotes, as well as a wealth of personal experience. The programme is practical and participative, capturing best practice that will be relevant in your workplace.

### **Who should attend?**

Account managers, sales directors, sales managers, sales people, technical sales people and bid managers. Also other individuals who are responsible for responding to requests for information (RFIs), invitations to tender (ITTs), or writing proposals, in order to win business from both new and existing customers.

### **Programme information**

Duration: One day

Price: £375 (excluding VAT)

Dates and locations:

21st May 2008 • Surrey

30th September 2008 • London

26th February 2009 • Midlands

For further details please call

John Baldwin on 01306 621600.

