



AUDIT – RECOMMENDATIONS: REQUEST FOR PROPOSALS

To identify your next performance sources

Objective

Complementary to the training:

- Challenging your approach for private and/or public requests for proposals.
- Specifying priority tools, to win more proposals.

Consultant

More than 20 years of BtB sales field.

Thierry CRAYE

Author of the book « *Stratégie gagnante - Appels d'offres* »



Certified "Consultant of the month" by Management Magazine

Author of more than 30 publications in France & in Europe

Contents

- Interview(s) preparation
- Face-to-face auditing
- Recommends
- Options: Written report
- Deeper discussion about written recommends

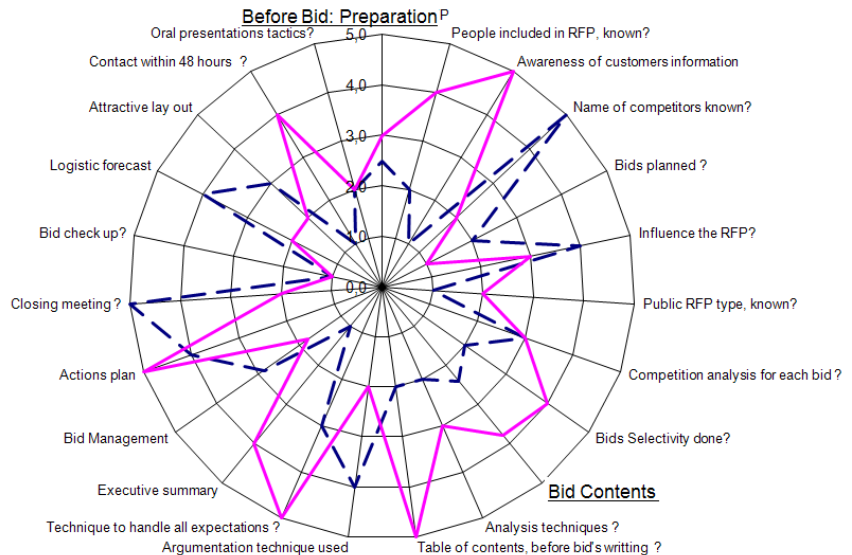
The method

Test of your own bid processes, including both content and layout, in 3 essential phases:

Before RFP receipt, during the bid, and after the proposal delivery. We list your methods belonging to good practices, and the perfectible ones (green-orange-red lights)

Checked points

- Before the RFP receipt :** Your sales actions, your information collection method, your approach compared to the competition, your RFP influential techniques, public procedures knowledge, the RFPs selectivity, etc
- During the bid's writing:** Drafting and deadlines management, RFP analysis techniques, bid's skeletons, pitch tables, visual attractiveness, executive summary /covering letter, quality control, etc
- After the bid's delivery:** Carried out actions, oral presentation methods, visual aids, transformation rate, etc.



Further assistance

The identified performance keys, can allow defining assistances: personalized tools creation, trainings, assistance to bids, etc.