

DEFEND YOUR BID ORALLY

Objective

- Preparing a bid presentation.
- Convincing customers quietly, for technical profiles and other positions.
- Facilitating audience speech, applied to bid's presentation.
- Managing the purchasers' traps

Concerned People

Sales managers, engineers, products managers, bid-managers, assistants, etc.

Duration

1 to 3 days

Pedagogy & practice

- Quiz – Lecture – Participants situations workshop
- Handbook
- Practical tools CD including PowerPoint presentation templates.
- Participant's presentation, sometimes video coaching
- Auto evaluation grid and improvement axes.

Know-How acquired

HOW TO BE WELL PREPARED

Possible actions

The good excuses to call? – How to get prepared for commercial questions? – Which commercial strategy?

Build your bid's presentation

Which questions have to be considered before building your presentation? – Typical presentation plan – Which are the traps to avoid, and the golden rules for a good visual preparation? Which written rules should be used? The purpose of the shown documents. Which size and when should we hand them out?

2 days: application through the presentation writing

3 days: sales pitch techniques: competition, EBCD Matrix

Mental training

How to get physically prepared? – Logistics – What to or not to do before the presentation – Connecting the “positive energy pump”

How to relax before the presentation? – A tip to be concentrated

How to tackle the issue with all deserved confidence?

LEADING THE AUDIENCE

What you have to know about group communication

If 2 or 3 days: Communication is an individual sport – Communication is a team sport – Obstacles to control – A state of mind to embrace

Your personal performance Qualities.

Being aware of your own qualities and develop them: Your voice, gestures, moving, glance and self-confidence.

Presentation simulation

Difficult situations (if 2 or 3 days)

If minimum 2 days: Understanding your fright: rational and irrational factors – Turning your fright into a positive energy pump

7 rules to deal with tough auditors

If 3 days: Improvisation on unexpected questions + simulations of buyers' traps: devaluation – disregard – the competition's threat, etc.

If 3 days: Understanding the purchasers as we know their techniques

Which purchase strategies are used nowadays?

What are the different purchaser types?

Which traps can the purchaser set to sales person?

How to avoid these traps? – The purchaser’s 12 commandments