

CONVINCING BUSINESS PROPOSAL

Objective

- Winning more proposals.
- Increasing the bid's productivity.

Concerned People

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

Knowledge required

Sales abilities

Duration

2 days

Pedagogy & practice

- Quiz – Lectures – Participants situations workshop
- Handbook ready to be tailored.
- Appropriate tools creation for each company.

The « + »

- Training made by the author of the book « Appel d'offres – stratégie gagnante »
- Practical tools CD.

Know-How acquired

Build a winning answer strategy

Testing your methods: What do purchasers think about the business proposals made? Traps to avoid during proposals – What to do if there was no preliminary preparation? The first decisions to make during the proposal kick-off: Technical, financial and legal. Are sales actions still possible? – In which conditions are RFPs (Request for Proposal) made? – Consequences: How to properly analyze RFP? Quotation Methods.

Methods and tools to analyze and structure the bid

Typical well-argued proposition plans
 Highlighting your need understanding and even better, of the stakes : Needs check-list
 Bid matrix : ensuring that each expectation has an answer in the proposals.
 Technical summary : the solutions linked with the customers' expectations, the compliance list tool.
 « Bid-table » : To coordinate people and tasks.

3 sales pitch types

To highlight your competitive differences – The EBCD Matrix to switch from “mere” pitch to persuasive pitching – The “FAQ” (Frequent Asked Questions) to anticipate and weaken objections.

Commercial information to give

Price presentation: the “sandwich” method. Can we discuss some contractual clauses? If yes, how to do it? How to optimize the references to show? – Your company “suitable” description . The appendixes proper use . The executive summary particular case, and/or the covering letter. Good and bad writing styles – Different layouts – Good use of graphic illustrations.

Differentiators

The service proposals special case: Introducing the organization,

promoting the service provider (consultant, etc.) – The different ways to present lead-times. Introducing a design for multiple readers types: the quality approach, ethics, sustainable development policy – The cover design – Further optional tools: CD, videos, etc. The offer's packaging – The bid closing: last steps including the quality check-list.

 **Self-evaluation and improvement actions**