

## UPSTREAM POSITIONING TO THE REQUEST FOR PROPOSAL WINNING APPROACH BEFORE A REQUEST FOR PROPOSAL

### Objectives

- Develop your own method and tools to win more proposals (Private companies or public contracts-originated RFP's.)
- Increase the bid productivity.

### Concerned people

CEO's, Business managers, product managers, bid-managers.

### Knowledge required

Sales abilities

### Duration

1 to 2 days, depending on practice. Possible to be individually coached.

### Pedagogy & Practice

- Quiz about RFP's
- RFP's related Tools
- Experience sharing between participants
- Customizable Handbook
- Pragmatic tools: A CD (which contains RFP's-related tools) is handed over to the participants. Practices :
  - Realization of RFP's-related tools, which are adapted to each firm's needs.
- Participant's presentation, sometimes video coaching.
- Self-evaluation form and improvements axes.

### Know-How acquired

#### Test : Evaluation of your methods



#### 8 tools to be prepared before the request for proposal :

The 3 first RFP's tools : Pareto method, EBCD matrixes, account plans.

How to find Request For Proposal ?



#### Tool 4 : Internal and external actions plan

Who to contact in the community? Appointment, phone? In which order? When ? To speak about what ? With whom or by whom make the action.

**Practice:** Build your sales actions plan



#### Tool 5 : Prospect form discovery

Identify without failing needs, current situation and stakes

Purchase process : people of the community, timing, decision criteria, budget, competition

**Practice:** Build your personalized discovery form – Interview simulation.



#### Tool 6 : Check list of possibilities to influence (lawfully !) a Request For Proposal

Suggest ideas to include, etc.

**Practice:** Build your influence on requirement check list.



#### Tool 7 : Forecast table for Request For Proposals

How to handle the multitude of future request for proposals ? Can we, at this point, select some Request For Proposals, in order to position us?

**Practice:** Build your forecast table for Request For Proposal.



#### Tool 8 : Criteria to bid, Go / No Go form.

Right questions to wonder before deciding to answer to a Request For Proposal, based on customers' information, internal considerations (strategy, resources, etc) and chance to win, etc.

**Practice:** Build your Go / No Go form

« + »

Full training, covering sales steps before bidding to a request for proposal (Be private companies-originated or public contracts-originated)