





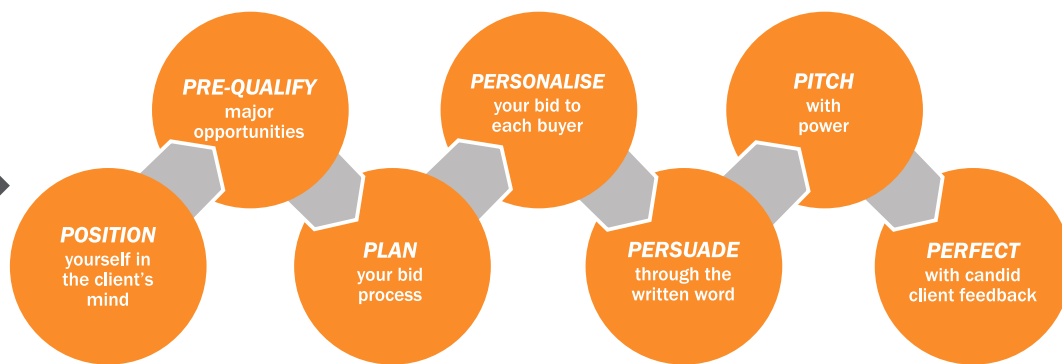
1 day workshop in proposals best practice

(max. 12 attendees)

Attending this workshop will help you to:

- ✓ Pre-empt the bid process and tilt the odds of winning in your favour
- ✓ Pre-qualify opportunities robustly and avoid costly 'done deals'
- ✓ Streamline your internal bid management process
- ✓ Connect with each buyer by personalising your response to them
- ✓ Submit a clear, concise and compelling bid
- ✓ Present a powerful pitch in the 'beauty parade'
- ✓ Improve your bids continuously with candid client feedback post-award

<p>Welcome 09.15-09.30</p>	<ul style="list-style-type: none"> • Introduction to the P7 model • 'Which steps of the bid process does your organisation struggle most with?' • 'What do you most want to get out of today?'
<p>P1: Position yourself in the client's mind 09.30-10.30</p>	<ul style="list-style-type: none"> • The seven elements of a value proposition • Exercise: 'Have you nailed your value proposition and your elevator pitch?' • Your 'sweet spot' and the targets in it • Getting those targets to know, like & trust you
<p>P2: Pre-qualify major opportunities 10.30-11.15</p>	<ul style="list-style-type: none"> • Why you should pre-qualify • How to pre-qualify using the four 'abilities' • Scoring each opportunity
<p>CoffeeBreak 11.15-11.30</p>	
<p>P3: Plan your bid process 11.30-12.15</p>	<ul style="list-style-type: none"> • The role of the bid manager • What do good bid managers do? • Milestones in the bid process • Summary of bid management best practice
<p>Lunch Break 12.15-13.00</p>	



P⁴: Personalise your bid to each buyer

13.00-14.00

- Mindset shift: from bidder-centric to buyer-centric
- The 5 typical buyer roles and how to connect with them
- **Exercise:** who were they in your latest bid?
- Getting to know them pre-tender

P⁵: Persuade through the written word

14.00-15.15

- Use content, language, structure and graphics to create compelling bids
- Nail your offer in one 'killer' page
- Information design: an alternative to bullet points
- How to write clearly & concisely

Coffee Break

15.15-15.30



P⁶: Pitch with power

15.30-16.20

- **Quiz:** pitching to win
- Plan, design, rehearse & deliver a powerful pitch
- How to nail the Q&A and why
- Let's explode some myths about presenting

P⁷: Perfect with candid client feedback

16.20-16.45

- Why honest client feedback is gold dust (and rarer than hens' teeth)
- How to get it and what to do with it

Learning round-up

16.45-17.00

- What you've learnt, what you'll do differently
- 7 rules for success
- Workshop evaluation
- Close

What our clients say

"Loved the practical examples and techniques I can understand easily and start using immediately."

Shannon Geer, BAE Systems

"Really valuable - especially for those (like me) who have had no formal writing training since GCSE. Took a lot away."

Gus Dunningham, PricewaterhouseCoopers

"Enjoyable, clear and applicable writing workshop - will definitely recommend to others."

Rose Stokes, The Economist

"This writing workshop is in the top five of all time! Every part was useful and useable. Thanks Scott."

Peter Wilson, International Oil & Gas Company

"Some great, simple ideas that will really improve my copy."

Greg Dearden, Informa Group plc