



Proposal Management Training

How To Win More Tenders

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ENABLING YOUR BUSINESS

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Introduction

The importance of efficient, professional and relevant communication has never been so important as it is today. Business owners, buyers and decision makers are now well informed about the products and services they believe they need to achieve the goals of their respective organisations. It is imperative that salespeople and business managers deliver concise information in a structured manner that directly addresses the needs of the client.

The two-day course described below has been constructed to enhance the abilities of individuals at all levels in verbal and written communication.

Proposal writing and bid management can only be effective when the writer is fully aware of the needs of the client. This 'needs analysis' takes place during client meetings. Any issues or misunderstandings at this early stage will potentially undermine any written communication. The first part of this course, therefore, is designed to tutor the delegate in the art of verbal communication to 'really' understand what is being said in a 'one to one' or 'one to many' meeting.

The second part of the course tackles the fact that it is a sad indictment of the business world that businesses are often evaluated on the standard of their written proposals. Your business may be able to easily meet the needs of the client but if that information is not delivered in a constructive, well written document, then the chances are you will lose the business. The second part of the course is dedicated to enhancing the skills needed for successful proposal writing.

The course is limited to a maximum of eight (8) delegates so the trainer can provide a high level of interaction with each delegate

The Course in Detail...

Day One

It is assumed that delegates attending this course will have experience in business and have acquired a reasonable level of understanding in business development. The first part of this course is designed to be a 'refresher' of the basics to make sure all delegates are at a level that enables them to gain the most benefit from the rest of the course.

Essential Skills in Promotion.

Comprises tutorials and two exercises

- Welcome from the trainer
- A discussion to ascertain the morning course requirements, followed by subjects such as:
 - What is business promotion?
 - Preparing for the sell
 - Making the right impression
 - Asking the right questions
 - Probing and identifying the need
 - Recognising and handling customer responses
 - Influencing techniques
 - Delivering impressive and relevant responses
 - Securing the business
 - Final video assessment by trainer of the delegate

- Course includes interactive role-play sessions
- Tutorials are supported with course handouts

Advanced Skills in Promotion.

The modules will cover topics such as:

- Understanding modern buyers and their characteristics
- Learning how to properly engage with customers
- Establishing credibility
- Effective networking techniques
- Investigating and recognising buying motives
- Revisiting FAB selling but investigating USPs, UPBs and AIDA
- Negotiating
- Closing Techniques

Day One – Afternoon and Day Two – Essential Skills in Proposal Writing:

The key elements of the course

- Pre-Qualification and identifying the resource needed for a successful bid
- To bid or not to bid? Making the correct decision
- Improving communication through enhanced writing techniques
- Understanding client motivations – What do they ‘really’ want/need?
- Understanding the ‘real’ need – Why are they asking that question?
- Communicating solutions efficiently and impressively
- How to demonstrate differentiation – Keep the decision maker interested!
- How to write benefit statements
- Writing the Executive Summary

Practical Exercises

- Reviewing existing proposals and identifying where improvements could have been made
- Re-writing sections of existing proposals using the new techniques
- Writing Assessment

Expected Outcomes

The result of the training will be that the delegate will change the way they approach meetings. The focus will not be on selling products or services but uncovering the pain that the buyer and the organisation is experiencing and offering an integrated solution that solves the problem(s). The delegate will learn to challenge the customer such that the customer begins to question whether the current solution is the right one. They will achieve all this whilst developing strong, trusted relationships that will reduce customer churn.

The delegate will then be fully prepared to write a compelling proposal or bid. The content will be relevant, and the document will be professionally and accurately written; delivering succinct statements and arguments that describe the proposed solution.

Advance Information Required

Prior to the course date, PVS require the delegate name, job title and email address.

It is the intention of PVS to send some information to the delegate, so they can prepare for the course.

Course Date

The course will be held on two days during the week commencing 28th September 2020. When responding please indicate your preferred dates or your availability.

Course Location

Bristol

The actual hotel venue details will be forwarded closer to the time.

Course Fees

The two-day course as described above will be charged at:

£750.00 + VAT per delegate

All delegate accommodation (if required) and expenses will be met by the delegate.

Refreshments and lunch will be provided each day by PVS.

How to Book Your Place

To reserve your place on this course or for more information, please email Rob Rudd (rob@pvsgroupuk.com) or call Rob on 07971 467478.