BidBox®

Winning Sales Proposals

Why attend the Seminar?

In this seminar you will learn how to submit more successful bids by using and implementing best practice processes. Get to know a structured way of working and role responsibility in a contemporary bid management. The possibility to win public tenders in competition with professional offers.

The seminar provides answers to questions such as:

- What does a good proposal look like?
- How can I improve win rates and use resources effectively?
- How do I beat the competition?
- Why do I always run out of bidding time?
- How can we present a compelling sales message that customers will read?

Target Group

This seminar targets at all persons directly or indirectly involved in the preparation of complex proposals: proposal/bid manager, account manager, sales support in customer service, product management, customer project management, pricing, marketing.

Topics

- Bid Evaluation
- Bid Qualification
- Concept of Customer Hot Buttons
- BidBox Bidders Comparison Matrix
- Proposal Strategy Statements
- Value Propositions
- Executive Summary development
- Theme Statements
- Proposal Planning
- Proposal templates
- Use of effective visuals
- Kick-Off Meetings
- Proposal Reviews

Requirements

Basics in one of the areas:
sales, marketing, product management, project management

Duration 1-2 days (7 hours per day incl. breaks)

Number of Participants max. 10

Learning Goals Completing this seminar enables the participant to:

- recognize the importance of making documents customer oriented.
- integrate customer and competitor information into a quality
- document.
- ensure that all proposal documentation is responsive to the
- customer.
- produce a quality proposal in an organized, easy to read and to evaluate format.

Completing this seminar develops competence to:

- structure the proposal.
- develop Executive Summaries.
- answer customer questions clearly and effectively.
- deploy persuasive writing techniques throughout the proposal.
- use pre-written content effectively.

Methodology

- Delivering theoretical knowledge and concepts - presentation technology
- Transfer of theory and best practices - discussion and examples
- 2 modules follow the proposal development cycle
- learning by doing: more than 50% is application exercises