

'Winner Takes All': workshop on winning competitive tenders

Introductions Start 09.15

- Welcome, introductions, house-keeping
- Aims, agenda & burning issues

Overview of Proposals Process

- The 7 Best Practice Principles
- Exercise: mapping the bid process



11.15 - 11.30

Principles 1, 2: Pre-qualify the Opportunity, Select the Team

- Chances of winning, strategic fit, ability to field best team
- Go/no go decision
- Exercise: using the pre-qualification form

Principle 3: Manage the process strategically

- Identifying decision-makers & their selection process
- Planning the influencing campaign
- Building & positioning the team

Principle 4: Perform well in meetings

- Preparing thoroughly
- Performing for maximum impact
- Following-up after each meeting



LUNCH

13.00 - 14.00

Principle 5: Document a joint proposal

- The role of the written document
- Planning, drafting, editing & reviewing
- Exercise: writing plain English



15.15 - 15.30

Proposal Critique Exercise

- Exercise: critiquing a proposal document in sub-groups

Principle 6: Present effectively as a team

- Preparing the 'beauty parade'
- Demonstrating your team's attractiveness & value
- Differentiating yourself from the competition

Principle 7: Research each major proposal

- Systematic post-proposal research with clients
- Development of proposals best practice

Learning Summary Exercise

- Exercise: what you plan to do differently & why, presented in sub-groups

Summary & Close Finish 17.30

- 7 rules for success
- Workshop evaluation
- Close