



Preparation of Proposals and Tenders

A 3 hour interactive workshop designed to deliver in house or via tele-training (2 X 1.5 hour sessions).

A CD is available on this topic for \$299.00 + GST

Who should attend: Senior Consultants and Account Managers who want to pitch for preferred supplier agreements.

Outcome expected: Participants will learn the skills required to prepare a proposal or tender for recruitment services.

Workshop Content:

1. **Introduction**
 - ❑ Common terms defined (EOI;RFT;RFI etc); What are the common types of arrangements?
 - ❑ What you need to know before investing time and money into the proposal/tender.
2. **Identifying client requirements**
 - ❑ Uncovering the motivation for the client.
 - ❑ What services are they looking for?
3. **Needs/benefits analysis**
 - ❑ How to match your services with the client needs and identify the benefits for the client in using your services.
4. **Pricing**
 - ❑ Margin vs Mark-up
 - ❑ On-costs
 - ❑ Competitive pricing; project pricing; managed service pricing
 - ❑ Identifying different pricing mechanisms and their advantages/disadvantages.
5. **Cost/benefit analysis**
 - ❑ Calculating your cost of delivery and profit margin based on the different pricing mechanisms.



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6. **Presentation of the document**
 - Creative
 - Font
 - Layout
 - Colours
 - Image.

7. **Executive Summary**
 - How to write an executive summary to sell your service.

8. **Service Level Agreements**
 - What are they
 - What goes in them
 - Defining KPI's
 - Rebates for your benefit

9. **The De-Brief**
 - Questions to ask during a de-brief
 - What to do with the information
 - What next?

How to contact us:

The Recruitment Training Company

T: 1300 685 838

W: www.trtc.com.au

E: info@trtc.com.au