

Preparation of Proposals and Tenders - 3 hours

Strategic Workshop

Our strategic workshops are designed for Recruiters and Account Managers who are required to identify large sales and win preferred supplier agreements utilising relationship-selling techniques.

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.

Identifying Client Requirements

Uncovering the motivation for the client. What services are they looking for?

Needs/benefit Analysis

How to match your services with the client needs and identify the benefits for the client in using your services.

Pricing

Margin vs Markup; on-costs; competitive pricing; project pricing; managed service pricing. Identifying different pricing mechanisms and their advantages/disadvantages.

Cost/benefit Analysis

Calculating your cost of delivery and profit margin based on the different pricing mechanisms.

Presentation of the document

Creative; font; layout; colours; image.

Executive Summary

How to write an executive summary to sell your service.

Service Level Agreements

What are they; what goes in them; defining KPI's; rebates for your benefit.

De-brief

Questions to ask during a de-brief; what to do with the information; what next?