

# Winning Competitive Tenders

1 Day Course, £595 plus VAT

## Course Overview

- Decide which tenders to respond to
- Ensure you only bid for profitable tenders
- Gain skills to develop persuasive responses that fully address the requirements of the brief
- Better understand the needs, and processes of the organisation issuing the Tender, to distinguish yourself from the competition
- Learn the skills to present your product or service more favourably than your competitors
- Better anticipate the actions of your competitors to truly stand out from the crowd

## Who Should Attend?

- Sales, Business Development or Account Management professionals who want to improve their win ratio when responding to client tenders
- Team Leaders who are supporting new sales, client retention, bid management or new product development groups

## Level Rating:

**Intermediate**

For details of other courses please visit:  
[www.parkwell.co.uk/training](http://www.parkwell.co.uk/training)



**IMPROVE YOUR WIN RATIO!**

Responding to tenders can be a highly competitive and challenging process. By attending this course sales professionals will gain key skills to greatly enhance their win ratio, while learning how to adopt a more strategic approach to ensure that the service or product being offered is presented flawlessly and with a spirit of partnership.

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## Winning Competitive Tenders

Sales professionals can ill afford to squander the precious and substantial opportunities which exist from tendering. For many, however, the win to lose ratio is unsatisfactory! In order to stay ahead of the competition, it is necessary for sales professionals to adopt a more strategic, proactive approach to winning competitive tenders.

Address these and other challenges in responding to tenders by attending this course and significantly improve your chances of winning and eliminating unnecessary mistakes by:

- Identifying which tenders to respond to
- Confidently anticipating what is important to your client at each stage
- Improving the focus of your efforts by asking the right questions and qualifying the tender
- Enhancing your presentation techniques to ensure that your products or services are always positioned to their best advantage in the tender process
- Recognising when and how to follow up
- Initiating and sustaining profitable relationships to provide you with an edge in future competitive tenders

### Please Contact:

Anthony Maddalena, Head of Training

Call: 020 7648 4888 Fax: 020 7648 4849 Email: [anthony.maddalena@parkwell.co.uk](mailto:anthony.maddalena@parkwell.co.uk)

### The Venue:

8 Laurence Pountney Hill, London, EC4R 0BE

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## Course Agenda

Registration at 09:15. Course starts 09:30-17:00.

### 1 Introduction and Overview

#### 2 Knowing your client

- Understanding a structured procurement process
- Identifying groups and departments that influence the decision
- Improving your client engagement
- Appreciating what your client may be thinking
- Focusing your response effort and approach in key areas

#### 3 Knowing your business

- Preparing your business to respond to tenders
- Defining your product in a structured way
- Making sure you have identified the key value items of your product
- Differentiating your product in ways that matter to your client
- Minimizing the risks of delivery

#### 4 Pricing

- Discussing some high level pricing options
- Avoiding some pricing mistakes in a tender situation

#### 5 Knowing your Competition

- Simulating a real tender situation
- Competing for a piece of business against other course participants
- Making mistakes in this simulation when lessons can be learned

#### 6 Conclusions

- Discussing key lessons to take away and how to employ tools and techniques learned on the course

Our dedicated trainer Chris Moore has over 18 years' experience both as a sourcing professional and as a sales professional responding to major bids. He gained his experience while working for companies such as Lloyds Banking Group, Dun & Bradstreet, Vodafone, and most recently TSYS, a global technology provider to the banking industry. The deals he has worked on have ranged in size from a few thousand pounds to a hundred million! As a practising consultant, Chris now advises companies on how to improve their procurement processes and to negotiate better deals with providers.

## About Parkwell Training:

Parkwell Training is a division of Parkwell Management Consultants, a consultancy specialising in project & tender management services. Parkwell has over 20 years' experience in providing focused and practical consultancy services to help executives improve the way business and projects are managed

## Mentoring & Coaching Services

If you prefer a one-to-one approach, call Anthony Maddalena, Head of Training to ask about our coaching and mentoring sessions on: +44 (0) 20 7648 4888 or Email: [training@parkwell.co.uk](mailto:training@parkwell.co.uk)



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