



THE INSTITUTE OF
SALES & MARKETING

Preparing Tenders & Business Proposals

2 day workshop – May 16th 17th 2010, Dubai.

Expert training and support for bids, tenders, proposals and business pitches.

"Tell me and I will forget. Show me and I shall remember. Let me do it and I will understand"



Introduction

Many organisations seek suppliers by requesting tenders or proposals. The challenge for a business is to submit a tender or proposal that emphasises their strengths and added-value benefits, and differentiates them from other applicants. This course will provide participants with practical strategies and tools to ensure that the structure, content and presentation of their tender or proposal will maximise the potential for success.

"Any person wishing to improve their chances of winning more business tenders should attend this course"

Matthias Imrecke General Manager GAC

Content.

Client Pursuit

- Who will make the decision?
- How will they decide?
- What do they think of us?
- What perceptions do we need to change?
- What would they value most?

Bid Strategy

- What are the critical decision factors?
- How do we rate?
- How can we create value?
- What is the reason to choose us?

Bid Document

- Have we answered the questions?
- Is it summarised at every level?
- Are problems tied to solutions?
- Are features linked to benefits?
- Is it obvious why we are the best choice?



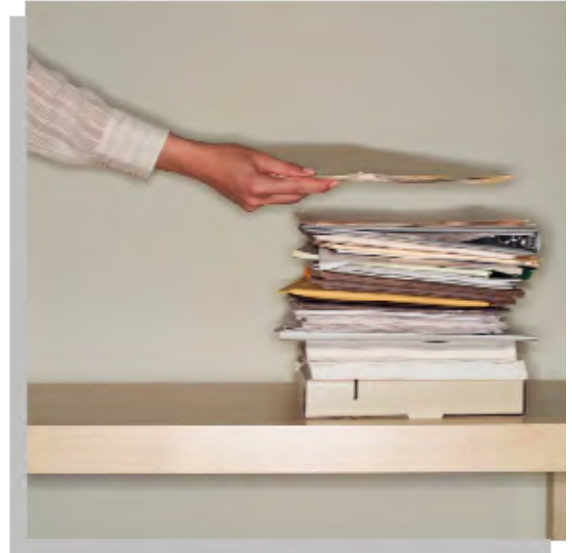
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Training@ISMdubai.com "Towards Best Practice..." www.ISMdubai.com

Presentation

- Start strong, end strong
- Be human, show enthusiasm
- Give insight, not information
- Hold a conversation

Bid Management

- Start early
- Plan key checks and review
- Develop standard process and templates
- Commit enough skills, facilities and leadership time



Learning Outcomes

- Provide delegates with an understanding of the aims and objectives of providing offers in written form.
- Identify methods of using a written proposal to advance the sale.
- Understand the different kinds of tenders and proposal.
- Enable a delegate to produce a written proposal that is relevant to the invitation.
- Improve the letter style for documents that sell.
- Understand how to construct a proposal.
- Understand the best methods to follow-up the document.
- Recognise the importance of investing time to produce a quality document that will provide a selling edge.
- Calculate the chance of tendering success.
- Produce documents that sell the company and its' products.
- Establish procedures and templates that will continue to provide quality documentation.
- Use the document to control the structure of the sale.
- Have a better understanding of the sale profitability.

Bill Levell: Course Leader

His hugely successful career includes appointments for marketing and sales in a wide variety of industries and markets at senior Board and Director level (UK and overseas.)



Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of solutions.

Highly experienced in all aspects of Strategic Development, Marketing and sales. He has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

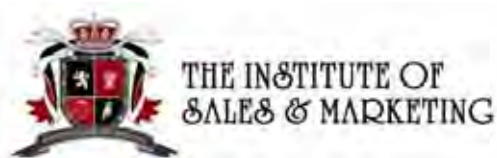


Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for over 20 years and been responsible for writing their most successful courses to date.

Additional Information:

Whilst the foregoing information is pertinent, his current experience in running and managing businesses for clients, training and advising their people is much more relevant.

His reputation is founded on a combination of very practical experience and visionary thinking outside of current business boundaries and spanning many markets and industries. He has experience in assisting with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.



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To: **Simon Parker**
 Company: **ISM Training**
 Fax Number: **04 345 3356**

Course Application Form: Tenders & Proposals.

Please reserve the following seat on the course:

Name:
Company:
Position:
Phone:
Fax:
Mobile:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience:
Area for which you are responsible (Circle) City/Country/Region/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)	
Currency is UAE Dirhams.	
Individual	4,960 Dhs <input type="checkbox"/>
Group (More than one)	4,460 Dhs <input type="checkbox"/>
Name/position invoice should be addressed to:	

**Please Fax back the completed Form to + 971 4 345 3356
 We will send you confirmation of your booking and further details.**

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