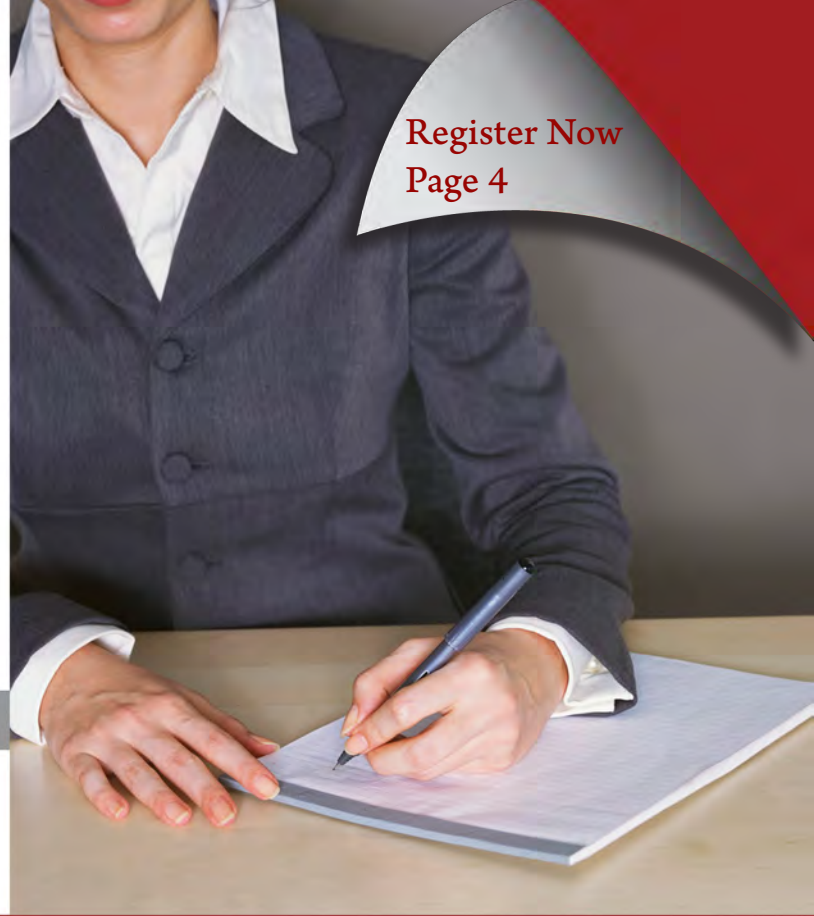




THE INSTITUTE OF
SALES & MARKETING

Writing Tenders & Business Proposals

AN ISM EXECUTIVE TRAINING COURSE



Register Now
Page 4

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

- Matthias Imrecke, General Manager GAC

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.

Course 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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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.
- Understand the different kinds of tenders and proposal.
- 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.



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Course Leader: Dr. Patrick White

Patrick is a Principal Consultant with HRM UK, specializing in Business Strategy, Business Negotiation, Marketing Management and Organizational Behaviour.

Initially qualifying as an accountant, he then obtained his Master of Business Administration majoring in Marketing and Finance. In 2000 he completed his PhD which was focused on Business Strategy and Leadership. His postgraduate studies were completed in Australia, United Kingdom and the U.S.A.

Dr White is a member of the Institute of Chartered Accountants, the Institutes of Directors, and has in the past represented the fuel industry on various governmental committees.

After a successful international corporate career in a variety of industries across 13 countries with responsibilities for up to 14,000 staff he then went on to become a serial entrepreneur owning businesses in the hospitality, retail, IT and food and beverage industries.

His last business covered fuel and oil distribution and had a turnover of \$US 1.6. billion and 600 staff.

For the last 12 years whilst owning the above businesses, he has also worked as a high level management consultant in various business sectors as well as an international public speaker on a variety of business and people management topics. In this later role he has previously visited the Middle East on numerous occasions.

He continues to deliver regular training seminars and speak at international conferences.



COURSE REGISTRATION FORM

Writing Tenders & Business Proposals



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- Please book 1 Delegate 4960 Dhs

"ISM COURSES ARE ALWAYS
GREAT VALUE FOR MONEY"
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

3 COMPANY DETAILS - Please complete in block capitals

Organisation name: _____ Industry _____
 Address: _____ Postcode: _____
 Country: _____ Tel: _____ Fax: _____ Email _____

4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: _____ Job Title: _____
 Email: _____ Industry: _____
 Address: _____
 P.O Box: _____ Country: _____ Tel: _____ Fax: _____

Authorising Signature* (Mandatory): _____

By signing this form I have read and agreed to ISM's terms and conditions listed below

5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: _____

Tel: _____ Fax: _____

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Please Fax back the completed Form to + 971 4 457 3999
 We will send you confirmation of your booking and further details.
 Thankyou.

Enquiry form for related courses

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TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.