



International Management & Business Consultants

Seminar: How to Write the Winning Proposal

Almost all consulting contracts have to be won through competitive tendering for which the Proposal production is key. A proposal is a selling document - make sure the client buys it! This seminar will give consultants not only the practical tools of proposal preparation such as bidding plans and checklists - it will also show a range of winning techniques and "selling" devices that will positively differentiate your proposal from those submitted by your competitors.

Seminar Objectives - To help you:

- ensure a methodical approach to the whole proposal preparation process
- assure a compliant and responsive proposal
- demonstrate real differentiation and emphasise the principal selling points
- maximise the evaluation scoring of your proposals
- make a prudent financial offer

"I found the course very useful - it provided me with a practical insight and understanding of effective proposal writing"

"Check lists excellent. Very well prepared"

Seminar Benefits - Attendees will:

- learn a fresh approach to proposals preparation
- acquire new presentation techniques
- learn how to give proposals the competitive edge
- improve the bid/win ratio

"Very well presented and useful material"

"I used the course notes and what we learned on the day to write a winning offer for a €1.4 million job with the EU!! SO THANKS!"

Seminar Programme (one day)

The First Assessment

- Studying the tender documentation – the hidden signals
- Planning and managing the bid
- Making best use of team resources
- Meet the client?
- Defining and clarifying the requirement
- Financial Proposal: first estimates

Building up the Technical Proposal

- Getting started
- The scoring matrix – decoding the scoring weightings
- Choosing the right structure and format
- Defining the winning Technical Approach
- Approach: logical, possible, describable; who, how, when
- Adding sprinklings of tasty "spice"
- Outputs, deliverables, client benefits, links to parallel initiatives
- Building new boilerplates - the firm, CVs, relevant experience

The Financial Proposal

- Building up the budget - economy with profitability
- Observations, assumptions, inclusions, exclusions
- Cost ceilings, currencies, contract conditions
- Demonstrating value for money

Quality Assurance

- Checklists and safety checks
- Adding the shine

Standing out from the Competition

Demonstration and discussion - helpful hints, trade tricks, spicy ingredients, winning tips and improved presentation techniques.

For more information or to discuss your specific training requirements please email acronin@gicllimited.com