

Best Practice Behaviours & Processes To Re-energise your Win Work Team

ONE-DAY IN-HOUSE WORKSHOP

Introduction	<p>This can be run as a standalone workshop to refresh win work skills or as part of an integrated improvement programme. It may also help to identify which areas of your win work processes need further focus and if so, MarketingWorks could work with you through delivering specific skills workshops or through developing a revitalisation programme.</p>		
Objectives	<ul style="list-style-type: none"> • Understand the main aims of business development and the steps needed to convert opportunities • Know how to establish professional credibility at initial meetings • Develop more planned approaches for completing PQQs • Understand methodologies that assist better selectivity of new opportunities (Go/No Go) • Appreciate best practice in planning and coordinating bids • Know how to exploit influencing to win to develop a successful bid strategy • Know how to improve the persuasiveness of proposals and PQQs • Understand how preparation and rehearsal delivers successful presentations • Gain greater insight on why capturing feedback is valuable 		
Suitability	<p>This workshop is designed for:</p> <p>Leadership roles including</p> <ul style="list-style-type: none"> • Directors • Senior managers <p>As well as personnel who:</p> <ul style="list-style-type: none"> • Develop new business • Engage with client team decision makers • Attend meetings with new and existing clients where future opportunities may be discussed 	<p>All personnel who review or contribute content to PQQs and proposals and those who prepare, collate and put the final documents together.</p> <p>This will include people such as:</p> <ul style="list-style-type: none"> • Project Managers • Design Managers • M&E Managers • Estimators • Site Managers • Commercial Managers • Directors/Partners 	<p>It is also valuable for:</p> <ul style="list-style-type: none"> • Those involved in developing bid strategies and win themes • Others who are called upon to contribute content for bid/proposal submissions <p>Leaders and directors who undertake anchor man roles.</p> <p>As well as all personnel who are required to attend tender interviews/Q&A meetings.</p>
Content	<p>This workshop focuses on integrating insight gained from across the win work cycle of activities with the objective of winning more work with greater efficiencies. Including:</p> <ul style="list-style-type: none"> • The process of converting new business • Developing an understanding of your client needs, drivers, objectives • Selecting the bids you can win and avoiding wasting resources on those that you can't • Launching or mobilising a bid • Developing strategies and win themes • Developing and writing persuasive text for proposals • Preparing and delivering successful interviews • Reviewing all stages and undertaking post-bid reviews <p>Location In-house at your venue Duration One-day Cost for up to 25 delegates £2250.00 (plus vat and travel costs)</p>		
Testimonials from past delegates	<p><i>'Excellent suggestions and advice throughout'</i></p> <p><i>'Very informative and interactive'</i></p> <p><i>'An excellent course that everyone in the business involved in work winning should undertake'</i></p> <p><i>'Highly recommended, thought provoking and insightful'</i></p> <p><i>'Will definitely be useful in bid presentation. I really believe this will give us an edge'</i></p>		



Business development solutions that win more work

MarketingWorks Training and Consultancy Ltd Cranbourne House 17 Boyne Park Royal Tunbridge Wells Kent TN4 8EL
 Tel **01892 534980** Email enquiries@marketingworks.co.uk www.marketingworks.co.uk