

# Winning PQQ's & Proposals

ONE-DAY IN-HOUSE WORKSHOP

<p><b>Introduction</b></p>	<p>This can be run as a standalone workshop to refresh win work skills or as part of an integrated approach to revitalising your win work processes.</p> <p>This workshop focuses on integrating insight gained from business development, selling and bid management activities and on developing and using persuasive narrative and structure to position your win themes and value propositions within written submissions such as PQQ, Tenders, Bids and proposals.</p> <p>It provides participants with a comprehensive understanding of the win work process to help them identify what is a good submission. It explores what is required for a persuasive PQQ and proposal submission, from the choice of words, the "tone of voice" of your submission to how to exploit persuasive structures and layouts in proposals and in PQQ question responses.</p> <p>Delegates discover these techniques and develop their own personal skills through task orientated sessions such as reviewing their current or recent submissions to identify improvements that can be immediately instigated when back in the office. Check lists and prompts are provided to help ensure delegates can start to improve submission documents the very next day.</p>	
<p><b>Objectives</b></p>	<p>Upon completion of this workshop delegates will:</p> <ul style="list-style-type: none"> <li>• Understand that the process of winning comprises many important factors and how to appreciate the importance of each.</li> <li>• Know how to use insight from pre-bid discussions to inform submission layout and structure</li> <li>• Develop approaches to position responses to clients' needs &amp; expectations</li> <li>• Appreciate how to write persuasive content for PQQs and Proposals if a contributor</li> <li>• Learn how to exploit a persuasive structure, layouts and formats</li> <li>• Be able to differentiate your services from your competitors' and position your value proposition with your clients' business drivers</li> </ul>	<p>Develop skills related to the following competencies:</p> <ul style="list-style-type: none"> <li>• Commercial Awareness</li> <li>• Creative Thinking</li> <li>• Client Focus</li> <li>• Empathy</li> <li>• Team Working</li> <li>• Communication</li> </ul>
<p><b>Suitability</b></p>	<p>This workshop is designed for all personnel who contribute content to PQQs and Proposals as well as those who collate, prepare and put the final documents together. This will include people such as Project Managers, Design Managers, M&amp;E Managers, Estimators, Site Managers, Commercial Managers, Directors and those who review or who contribute to the proposal process in any way.</p>	
<p><b>Content</b></p>	<ul style="list-style-type: none"> <li>• Extracting insight from client engagement events/initial meetings</li> <li>• Researching and identifying client requirements and business drivers</li> <li>• What is a good proposal or a good PQQ?</li> <li>• Layout, Style &amp; Structure</li> </ul>	<ul style="list-style-type: none"> <li>• Review and Critique of your own proposal documents</li> <li>• Identify critical issues that need addressing</li> <li>• List aspects of your existing material and processes to be remodelled</li> <li>• Differentiating yourselves from the competition</li> </ul>
<p><b>Location</b> In-house at your venue    <b>Duration</b> One-day    <b>CPD</b> 7 hours  <b>Cost for maximum 16 delegates</b> £2250.00 (plus vat and travel costs)</p>		
<p><b>Testimonials from past delegates</b></p>	<p><i>'It has already made a difference on the thinking and format of a school tender submission that we delivered last Friday. A much better document all round.'</i></p> <p><i>'It offered insight on how to improve our submissions and presentations. It will make us more aware about our approach to bids.'</i></p> <p><i>'A very useful day. We plan to implement this strategy to improve our proposal documents and bid management'</i></p> <p><i>'Very informative and helpful and I'm using elements in submissions'</i></p> <p><i>'Very informative with a useful set of notes to assist in the preparation of a proposal document'</i></p> <p><i>'Very useful advice and information that can be applied to working practice easily'</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