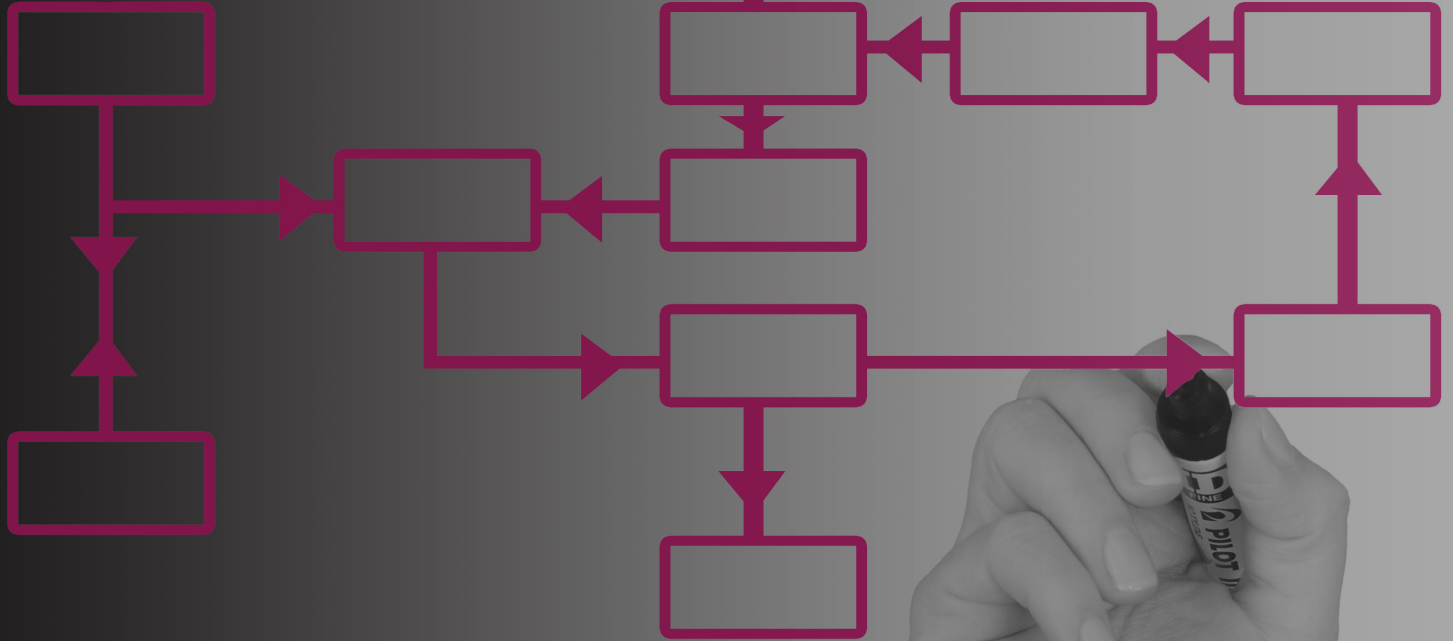


The Winning Proposal



Process Optimisation Workshop

You've already got a time-honoured approach to developing bids, so why might you possibly be interested in a workshop to do with process? Well, although we have yet to have a client who admits that they don't have a bid process, there are very many processes out there that are, frankly, not fit for purpose. We know that processes aren't right because we witness less-than-industry-average win rates and see less-than-complementary feedback from prospects following failed bid submissions.

Knowledge, Belief & Ownership

The most successful B2B (business to business) tendering organisations are those that work together in a well-coordinated and practised team.

This doesn't happen just by accident. It happens by design. And that design is a bid process.

Our workshop will nail the right process for you and get it documented so that everyone on the team can follow it.

Bid processes work when everyone participating in the creation of bids:

- **Knows and understands** the process
- **Believes** in the process
- Feels a sense of **ownership** of – even a sense of pride in - the process



“ A great step forward
Head of Sales, Tech, Munich ”

“ Incredibly useful and in-
sightful ”
Sales Director, Tech, Worcester

Client Feedback

“ Excellent workshop
CEO, Construction, Cardiff ”

“ I am very grateful for
all I have learned ”
Sales, Fin Tech, Switzerland

The Missing Ingredient

There's one thing missing from this list of three necessary factors though ... on top of knowledge, belief and ownership the process itself must be good. Very good.

So even when knowledge, belief and ownership are all in place, the process that you have followed for years might still not be good enough. We are all creatures of habit after all, to a greater or lesser extent!

And can you honestly put your hand on your heart and say that the first three prerequisites are all, in fact, already in place?

If you can't, you are almost certainly running the real risk that your process isn't quite up to scratch: meaning that your bids themselves aren't up to the right quality standard. So you may be losing more bids than you should be.

Best Format for You

We'd like to draw a distinction between instructor-led training, coaching and interactive workshops because there is a right way to go about getting your processes right and a wrong way.

We can “teach” bid process, but the reality is that every company and Bid Team is so different that teaching the general principles of a good bid process can just be too abstract for many attendees.

It's better – less abstract, more relevant - when we are addressing your particular challenges, with your own team, allowing everyone in the room to concentrate on your specific industry and prospect segmentation.

One-on-one coaching around process definition and optimisation can be valuable when you are committed to sorting the process out internally.

Your process lead, be that a Bid Manager, Bid Controller or Sales and Marketing Director can require specialist support “behind the scenes” in advance of your internal project. Under such circumstances coaching around bid process can work perfectly.

Yet interactive participatory workshops are more often than not the best for getting the bid process right.



castleoak

“ Duncan Cranmer [of the Winning Proposal] enabled Castleoak to formalise a structured process. His facilitated workshops worked well, encouraged positive collaboration and achieved a swift outcome. The process was swift, professional and got senior colleagues on the same page quickly. ”

Head of Marketing, Castleoak Group



Duncan [Cranmer of the Winning Proposal] is a strategic thinker and skilled facilitator who is expert at getting a group to push beyond surface knowledge to truly understand new concepts. He is quick on his feet and able to command an audience. Highly professional and easy to work with. Duncan would be an asset to any organisation and someone I highly recommend.



EMEIA Service Quality Lead, EY (Ernst and Young)



Team Involvement

By involving all or the majority of your Bid Team in the Process Optimisation Workshop, participants are actively supported in the sharing of new ideas. Our interactive workshops are constructed on the proven principles of collaboration and sharing, effectively spreading new ideas and best practice most quickly.

And when the workshop is over, because everyone came together to define the new process and learned together, Bid Team colleagues are able to offer each other high levels of mutual support and encouragement. Everyone has been on the same journey. This commonality of experience and learning reinforces best practice and carries it into all of your future bids.

Plus, with the new process documented and fully “owned” by the Bid Team, the optimised process gets properly adhered to.

The Winning Process

In order to get the most from the workshop we meet in advance with nominated representatives from your Bid Team, as well as with those performing important support functions around your proposals (e.g. Marketing, Product Management, Operations etc.).

These discovery interviews point the way to how your proposal processes can be bettered; and on this basis your workshop is designed and structured for maximum participation and impact.

The Winning Proposal's workshop brings together your team to openly and collaboratively discuss, share and agree best practice.

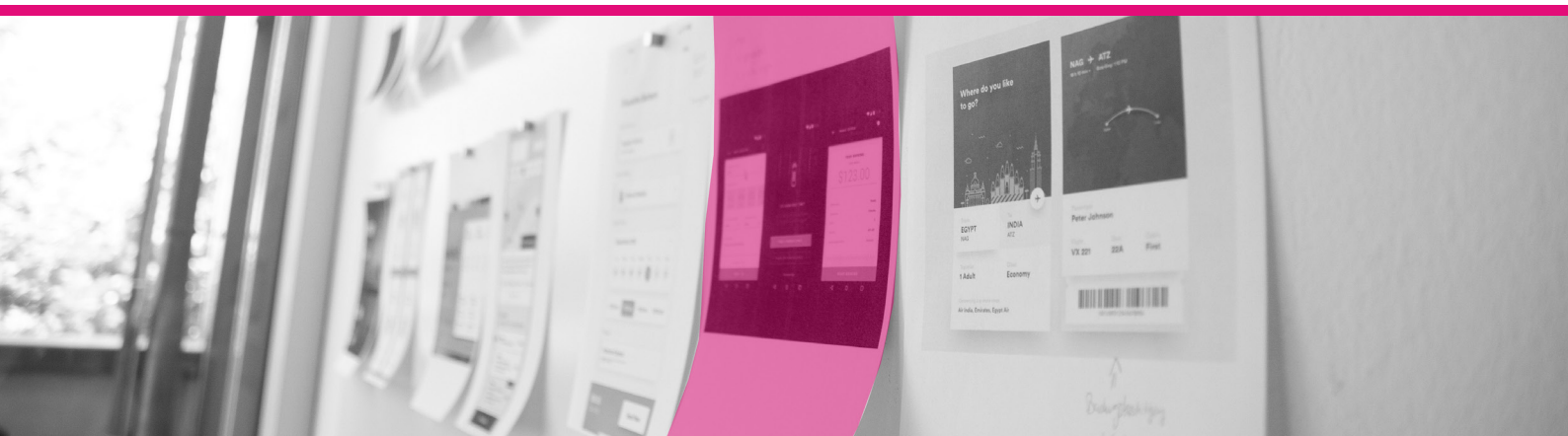
Our facilitated workshops are great opportunities to reflect on what has worked well in different bid situations, and what has worked less well.

The Blueprint for Success

The key attributes of success and best practice are identified and recorded on the day.

This best practice is subsequently fully documented for you and carefully reviewed with your bid leaders and directors until formally approved; at which point the new process is shared with everyone in and around the Bid Team.

The format of the final output is entirely down to you. It could be a simplified flow chart, PowerPoint summary or other document type. But increasingly the need is for interactive bid playbooks embedded into the corporate CRM system such as Salesforce.com and Microsoft Dynamics. In a world where everything is increasingly just one tap of the finger away via a tablet, phone or PC, you might want to consider slotting your optimised bid process into a hi tech platform ?



Our facilitated Bid Process Optimisation workshop gives your Bid Team the time needed to openly and collaboratively discuss and agree best practice. This breaks the habits of “reverting to form” and making the same errors over and over again.

By agreeing and then sharing best bidding practice across the Bid Team and the sales organisation you are spreading the necessary foundations of success in tendering. The most successful Bid Teams winning high value tenders are those that work together as a well-coordinated and practiced team, adhering to a tried, tested and optimised way of developing proposals. The Winning Proposal's Process Optimisation Workshop gives you an optimised, fit-for-purpose process that wins you more bids in the future.

