



# Proposal Development Coaching

You know that you need to make improvements to your proposals – you may have recently undertaken our Healthcheck - but what is the best way to make the necessary changes and get them to stick? Any delay in implementing proposal change will hurt you by your continuing to lose tenders that you should really be winning. Bespoke, dedicated coaching for your most important Bid Team members builds greater strength in bidding and delivers a telling impact on win rates.

Depending on the problems that you have identified with the way that you bid, you have three ways forward:

- Instructor-led Training
- Interactive Workshop
- Coaching

Your preferred learning format (training, workshop or coaching) determines the precise ways that knowledge and ideas are shared and taken on board.

**Coaching is ideal when you have a key member of the Bid Team with particular, defined needs who would benefit from a tailored, on-going programme of focused support modelled directly against those individual needs.**

By working with our coach over a period of several weeks in short, specialist sessions, a vital Bid Manager, writer or Controller can

learn new skills and approaches, whilst continuing to make a valuable contribution to the team (i.e. with the least amount of time away from their desk).





### Why Coaching might be Best for You

Working with a Coach from the Winning Proposal is the most effective way of helping a single individual (or a pair) really come to grips with issues that are proving most problematic on your journey towards proposal excellence.

Instructor-led training and workshops are great for groups and larger corporate Bid Teams, but you may have identified the need for very specific, targeted interventions that are relevant for only one or two people in your team.

**Coaching is the most intimate way of transferring knowledge and skills, and this intimacy is rewarded by those participating in the coaching process approaching it with the greatest respect, responsibility and determination to succeed.**

After all, coaching is a rare gift in the work place and it is always taken seriously.

### The Gift of Coaching

People who have been fortunate to have received specialist coaching and support in the early part of their careers never forget the special attention and learning they received, which translates into greater business effectiveness for their employers over the years that followed.

**In your case, a dedicated package of coaching sessions will result in improvements in bidding where it really matters most; which means better win rates afterwards.**

The proposal development topics that are right for those to be coached, the amount of time dedicated to each topic, the timescale and right sequence of topics are all agreed with you

in advance. Frequently, defining the right coaching package emerges as a very natural consequence of discussions following a Healthcheck / Benchmark review.

**Whilst coaching inevitably involves some element of teaching, sessions are informal, open and conversational (two way), so that any particularly problematic skill gaps are identified as early in the process as possible, entailing that they can be speedily addressed.**

Many of our coaching sessions have a practical focus to “keep it real”.

Examples of this practicality include:

- Taking a client brief and drafting a strong Executive Summary
- Creating a high level Proposal Project Plan based on a specification
- Drafting a shortlisting presentation based upon a shortlisting interview invitation
- Developing Win Themes using an ITT (Invitation to Tender) document as the start point

All outputs from these hands-on exercises are carefully assessed jointly (coach and coachee).

**As well as providing advice during each coaching session and output review, we also create action plans and additional exercises to fully embed new learning and further hone individual skills.**

Our most popular Proposal Development coaching modules are shown overleaf.

“ A great step forward

*Tech, Munich*

“ Incredibly useful and insightful

*Tech, Worcester*

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## Client Feedback

“ Excellent

*CEO, Construction, Cardiff*

“ I am very grateful for all I have learned

*Fin Tech, Switzerland*

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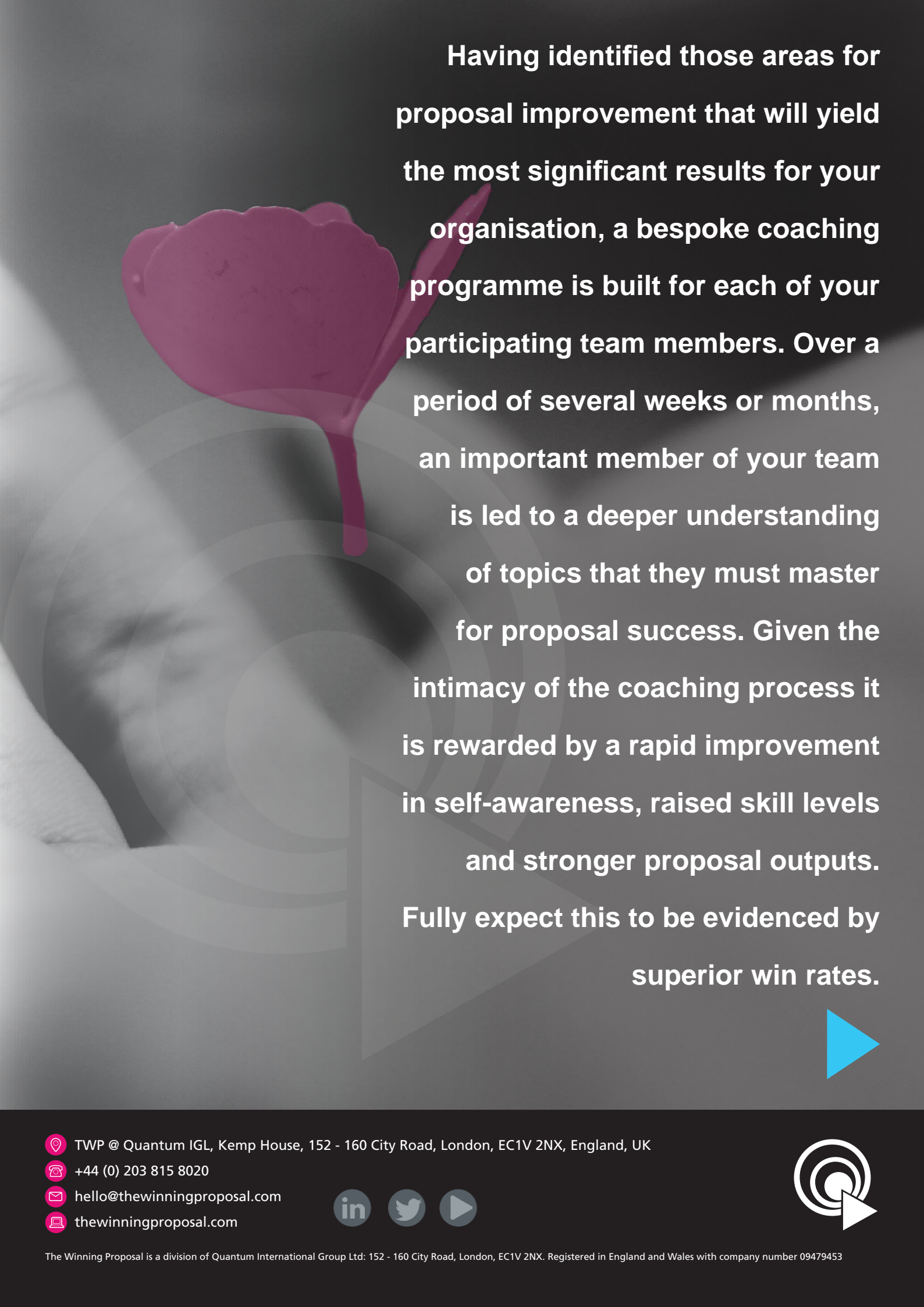
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## The most popular Proposal Development coaching modules include:





-  Bidding Strategy
-  How do you measure up?
-  Opportunity Qualification
-  Prospect Needs
-  Knowing your Audience
-  Memory and attention
-  Handling Competition
-  Sales Messaging
-  Solution Value Proposition
-  Bid Win Themes
-  The Executive Summary
-  Consistency and Brand
-  Look and Feel
-  Writing style (tone of voice)
-  Graphics and Visuals
-  Word Count: “Dos & Don’ts”
-  Main Bid vs Appendices?
-  Supporting Collateral
-  Bid Process Optimisation
-  Bid Leadership and Control
-  Team Working
-  Content Management
-  Version Control
-  Project Management
-  Production and Logistics
-  The Shortlisting Presentation
-  Q&A Q&A Preparation
-  Sales Process / Playbooks
-  “Tips and Tricks”
-  Recommendations
-  Specialist topics

Those in Bid Teams who have been fortunate to have received specialist coaching and support in the early part of their careers never forget the special attention and learning they received, which translates into the provision of additional value for their employers over the years that follow.



**Having identified those areas for proposal improvement that will yield the most significant results for your organisation, a bespoke coaching programme is built for each of your participating team members. Over a period of several weeks or months, an important member of your team is led to a deeper understanding of topics that they must master for proposal success. Given the intimacy of the coaching process it is rewarded by a rapid improvement in self-awareness, raised skill levels and stronger proposal outputs. Fully expect this to be evidenced by superior win rates.**



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