



Proposal Development Workshop

Following our Healthcheck or Benchmark assessment (or your own internal review) you've come to a realisation that key aspects of how you presently bid must be improved. Any delay in implementing the agreed recommendations will hamstring you by having a negative on-going impact on your ability to win tenders. Now is the time to act. Let us help you leverage the changes you need for success in a tailored workshop for the Bid Team and execute those essential, targeted proposal improvements.

Quickly Share Knowledge and Improve

Depending on the areas that you need fixed, the speed at which the fixes must be implemented and the size of your Bid Team, you can choose any one – or a combination – of three ways forward:

- Instructor-led Training
- Interactive Workshop
- Coaching

The modules to be covered during the Proposal Development Workshop are governed by the Healthcheck or Benchmark assessment and our subsequent discussions.

Your selected learning format (training, workshop, coaching) determines the ways in which knowledge and ideas are shared and taken on board.

As a vehicle for quickly raising the standard of your proposals, workshops are best-suited to scenarios where most – or all – of your Bid Team need to get to the same level of knowledge in just a day or two.



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

“ Incredibly useful and
insightful
Sales Director, Tech, Worcester

Client Feedback from Workshops

“ Excellent workshop
CEO, Construction, Cardiff

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

Benefits of Interactive Workshops

The Winning Proposal's facilitated workshops sit between more formal instructor-led training and intimate, targeted coaching for individuals or pairs.

By involving all - or the majority - of your Bid Team in the Proposal Development Workshop, participants are actively supported in the sharing of new ideas.

Interactive workshops constructed on proven principles of collaboration and sharing serve to spread new ideas and best practice quickly.

And when the workshop is done, because everyone learned together, Bid Team colleagues are able to offer each other high levels of mutual support and encouragement because 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.

The topics that are right for your team, and the amount of time dedicated to each topic, are agreed with you in advance as a natural consequence of discussions around the Healthcheck / Benchmark review assessment service.

Our workshops are designed to be highly interactive, and all of your attendees are expected to make a positive contribution and play their part, even the quieter and naturally more reserved members of the team.



Attendees who fully play their part in our workshops feel that their voice has been properly heard. This translates into better ways of working, processes and systems.



Designing workshops to be highly interactive is predicated on the observation that where attendees proactively participate in the learning – sharing and respectfully testing new concepts and approaches – the learning is more effective and longer-lasting.

Attendees who fully play their part in our workshops feel that their voice has been properly heard and so incorporated into new ways of working, processes and systems.

All workshop attendees have had a chance to influence proposal development for the better, and are therefore more enthusiastic – and potentially even evangelistic – about the new ways of working that will drive better bid results for your company.



“ We sought a strategic business partner able to quickly understand our needs for development and to help define our top level plan for future success ... throughout Duncan [the Winning Proposal] impressed us with his thoughtfulness, professionalism and dedication.

Group Marketing Director, benenden group


benenden





Duncan Cranmer [of the Winning Proposal] has had a major impact on the quality of the proposals submitted to clients and our final presentations, as well as helping define and improve our internal systems and processes.

Chief Executive Officer, Harmoni



We foster proactivity by gently encouraging everyone to collaborate in the built-in discussion sections. Practical proposal exercises are undertaken, in teams, pairs and individually, with selected attendees being asked to present the outcome of the exercise to the wider group.

We aim to give everyone who wants to the chance to present the results of at least one of the exercises during the workshop.

By comparing, for example, the sample Executive Summaries developed by different groups in one of the workshop modules, the whole team arrives at a strong sense of the best way for the Bid Team to create compelling Executive Summaries in the future.

Topics for the Proposal Development workshop are selected from a “menu” of modules (below).



I just wanted to share with you that I just closed one out of my two sales deals that we discussed on the course. (Second is progressing well too). I am very grateful for all I have learned from you and I truly believe that your course was a significant aid in my sales process! A big thank you from Switzerland.”

Front Line Sales Professional, Bloomberg Tradebook Europe Limited



Bloomberg

Once your requirements for proposal development are formally identified a bespoke workshop agenda is developed for you from the “menu” of possible modules.

Our “menu” of Proposal Development learning modules

- 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



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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)

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Once your needs for proposal improvement have been accurately pinpointed and an interactive workshop selected as your preferred delivery vehicle, a bespoke agenda is put together for your team.

Our workshops are structured to have the maximum positive impact on the quality of your proposals in the shortest possible time.

Our objective is to have an instant, positive hit on the way on which your prospects perceive your tenders, and therefore on your win rates.

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