### Master Bid and Proposal Best Practices to Win more Deals



# The CSK BidMaster™ Academy

The Ultimate Bid and Proposal Management Training Series

## The CSK BidMaster™ Academy

- the Ultimate Bid and Proposal Management Training Series

#### All the Best Practice in 9 Core Modules and 2 Bonus Modules

This **modular webinar series** covers the entire BidMaster<sup>™</sup> framework and contains loads of hands-on examples and best practice guidance to develop winning proposals. It is for everyone involved in proposal development, regardless of the industry. It is for new hires as well as for experienced bid and proposal managers or opportunity/capture professionals.



The BidMaster™ framework provides **methods**, **tools** and **structures** to cover the entire proposal process, from RFP analysis to document production, from proposal office installation to proposal presentation.

The BidMaster™ Webinar Series combine the cost benefit of a typical web-based solution with the advantages of an on-site training. As opposed to other typical online training concepts, it provides interactive access to a real trainer delivered over the web. This means participants can resolve issues in real time and comprehension and retention is increased. To compensate with the potential disadvantage of the fact that you might not be able to attend the session, we record all webinars for you so that you still have access to the same content, too.

Each module is about two hours. Participants can either book the entire series (at a discounted rate) or select specific modules.

All registrants receive a link to the recording afterwards, regardless of attendance.

# The CSK BidMaster™ Academy

- the Ultimate Bid and Proposal Management Training Series

Core Modules (1.5-2 hours per module)



Understanding Successful Bid and Proposal Management: The BidMaster™ Framework



Understanding the Customer's Perspective



When the RFP arrives: RFP Analysis and Bid Qualification



Mastering the Proposal Process and Managing the Proposal Team



The Sales Perspective: Developing Winning Bid and Proposal Strategies



Developing a Compelling Storyline



Truly Compelling Executive Summaries



Maximising Typical Proposal Sections and different Tender Types



Manage the Document Development Process, Submission and Post-Submission

Bonus Modules (1.5-2 hours per module)



**Successful Negotiations** 



Successful Proposal Presentation and Online Pitches



### Module 1: Understanding Successful Bid and Proposal Management: The BidMaster™ Framework

#### Content

- What bid and proposal management and an elite sport have in common
- Master the five Key Success Factors of successful bid and proposal management
- Professionalise your proposal setup: It's worth it: The business case
- Today's role of bid and proposal management within the company's value chain
- Understanding the BidMaster™ Framework
- KPIs and effective controlling

### **Target Group**





Sales / Account Managers / Capture / Opportunity Managers



Subject Matter Experts (Content Contributors)







# Module 2: Understanding the Customer's Perspective

### Content

- Understand the customer's Buying Centre and learn how to address them to win
- Understand the customer's buying process and organisation and leverage this for your purposes
- Understand the differences between public and commercial sector procurement
- Learn about emotional decision making and how to win customers' hearts and minds

### **Target Group**





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# Module 3: When the RFP arrives: RFP Analysis and Bid Qualification

#### Content

- Before the RFP arrives... what you can do to prepare and reduce your workload
- The RFP has arrived: Let's go!
- The Dynamic Dozen: Analyse your RFP systematically for successful proposal preparation
- Qualification:
  - Input: Use the SCOTSMAN data to enable effective qualification
  - Decision criteria: Apply The Six Magic Questions to always make the right decision

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### Module 4: Mastering the Proposal Process and Managing the Proposal Team

### Content

- Learn to plan and master your process and proposal setup to enable your team
- Lead your proposal team management to manage your process efficiently
- Improve your work in virtual and intercultural environments
- Understand successful partnering

### **Target Group**





Sales / Account Managers /
Capture / Opportunity Managers









### Module 5: The Sales Perspective: Developing Winning Bid and Proposal Strategies

### Content

- The sales perspective: Cooperate successfully with Sales
- Groundwork: Everything about requirements and needs, features and benefits
- Develop a winning proposal strategy
- Drive customer communication
- Reduce your risk
- Define the 'right' target price for your business case to position your service in the Sweet Spot

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### Module 6: Developing a Compelling Storyline

#### Content

- Learn how to make your proposal easy to read
- Develop compelling sales messages to maximise win chances
- Understand the difference between marketing versus sales language
- Develop more appealing proposal text by applying the Seven Style Guidelines
- Improve your visuals, graphics, and charts to make an impact

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### Module 7: How to Write Truly Compelling Executive Summaries

#### Content

- About the typical misconceptions of executive summaries, and why most summaries are rubbish
- Get the content and the structure right: The 5-Box Framework
- How to sell your price: smart price presentation
- Understand the Six Weapons of Influence (Robert Cialdini)

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Subject Matter Experts (Content Contributors)

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### Module 8: Maximising Typical Proposal Sections and different tender types

#### Content

- How to improve the 'About us' section, 'Our track record', technical sections, references and use cases, bios/resumées
- How to deal with appendices
- Maximise your response to different tender types:
  - Beauty contest vs Q&A style
  - Licence applications, grant writing, event bidding
  - Unsolicited proposals

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### Module 9: Manage the Document Development Process, Submission and Post-Submission

#### Content

- Manage your document development during the proposal phase
- Document production: Word, tools, templates, editing, page layout,
   PDFing, PPT proposals
- Optimise production and submission of your document
- Best and Final Offer (BAFO)
- Improve your Information Management

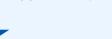
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Subject Matter Experts (Content Contributors)

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### Module 10: Successful Negotiations

#### Content

- Learn the foundation of successful negotiations (challenges for negotiators, about procurement, their typical approaches etc.)
- Apply the Four Negotiation Principles (based on the Harvard Principle) and how to leverage them in real negotiation situations
- Special situation 'Price Negotiation': What's different to 'standard' negotiations and how to find out whether the buyer is bluffing or not
- Apply and defend the 10 Psycho Negotiation Tricks
- How to effectively prepare (using the CSK negotiation matrix)

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### Module 11: Successful Proposal Presentation and Online Pitches

### Content

- Understand common misconceptions on pitch presentations
- Learn about the ideal structure and the right content of compelling proposal presentations
- Basic presentation techniques
- Choose the right media and presentation tools
- Master online pitches and their challenges

### **Target Group**





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Subject Matter Experts (Content Contributors)

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