

Master Bid and Proposal Best Practices to Win more Deals



The CSK BidMaster™ Academy
The Ultimate Bid and Proposal Management Training Series

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– 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™ 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.



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Core Modules (1.5-2 hours per module)



1

Understanding Successful Bid and Proposal Management: The BidMaster™ Framework



2

Understanding the Customer's Perspective



3

When the RFP arrives: RFP Analysis and Bid Qualification



4

Mastering the Proposal Process and Managing the Proposal Team



5

The Sales Perspective: Developing Winning Bid and Proposal Strategies



6

Developing a Compelling Storyline



7

Truly Compelling Executive Summaries



8

Maximising Typical Proposal Sections and different Tender Types



9

Manage the Document Development Process, Submission and Post-Submission

Bonus Modules (1.5-2 hours per module)



10

Successful Negotiations



11

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



Bid / Proposal
Professionals



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

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Subject Matter Experts
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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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Subject Matter Experts
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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

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Subject Matter Experts
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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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Subject Matter Experts
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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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Subject Matter Experts
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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
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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/resumés
- 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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Subject Matter Experts
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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
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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)

Target Group





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

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