



THE INFLUENCE BUSINESS

Raise your level of influence

HIGH IMPACT RESPONSE TO RFPs

Overview

This **half-day** programme for a **maximum of twelve senior participants**, firmly demonstrates the importance of senior involvement when responding to a request for proposal. Too often, senior people leave this task to their Business Development teams and frequently dump the responsibility on them at the last minute. This often results in pitch documents that fail to differentiate your organisation. While your response to a Request for Proposal is unlikely to win you work by itself, it can certainly lose it there and then if the document is of poor quality.

In this programme, you will work with our Proposals Expert, ex head of Proposals for KPMG (Europe) in London and benefit from his insights and experience in working on 'big ticket' proposals. You will put yourself in the reader's shoes and ask yourself, "If I had to read this, would it impress me? If not, why not?" The workshop is liberally illustrated with examples and case studies.

Aim

To enable you to know what constitutes an excellent response to a RFP, to understand its importance and to contribute constructively to its development.

Outcomes

At the end of the programme you will understand:

- How clients decide which firm to appoint
- How to identify on which pitches to apply scarce resource
- What the client requires and how to identify crucial missing information
- How to evaluate the RFP
- That it is vital to invest time in preparing your response
- How to determine the strength of your proposition
- The importance of your USPs and how to articulate them
- The importance of your contribution as a fee earner
- How to prepare an effective pitch document that significantly increases your success rate



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Methodology

Using a discursive learning style and example RFPs, this session will examine the crucial initial steps to take when responding to an RFP. Drawing on the experience of the ex Head of Proposals for KPMG (Europe) in London, you will make full use of case studies to explore how you can make a valuable contribution to your firm's responses.



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