



THE INFLUENCE BUSINESS

Raise your level of influence

PROPOSALS / PITCH WORKSHOP

Overview

The **half-day** proposals/pitch workshop for **up to twenty five participants** is highly interactive. It uses a case study (an invitation to tender or request for proposal) to illustrate the key stage of a competitive tender where firms can influence the client to appoint them.

The following key stages of the proposal/pitch are covered:

- The go/no-go decision
- The strategy for meetings and other client contact
- The preparation of the document
- The preparation of the presentation/pitch

Participants receive information progressively to simulate the real circumstances of a proposal/pitch where the dynamics are ever changing. They are encouraged to react to the changing circumstances in a way that enhances how the client views them.

The approach participants take is continually evaluated and alternative solutions to difficult situations are presented. Real examples are introduced to add colour to the case study and the skills and techniques discussed. The focus is always on how participants and their firm can differentiate themselves from their competitors.

The skills and techniques discussed in the workshop are also relevant to many types of client contact where attendees are seeking to promote themselves or their firm.

Aim

To help attendees differentiate their proposition effectively from those of the competition.

Outcomes

Attendees leave the workshop with confidence to approach proposals/pitches from a position of knowledge in that they understand:

- The process involved in a proposal/pitch
- The drivers of the decision (how clients decide)
- How to differentiate themselves and their firm
- The opportunities to influence clients
- The difference between features and benefits
- How to prepare effective documents
- How to deliver high impact presentations



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Methodology

Our Proposals/Pitch coach is ex Head of Proposals for KPMG Europe and he brings his experience to this workshop. The programme can be delivered by him alone or with an in-house proposals/pitch advisor. It can be tailored to the particular circumstances of the firm using in-house material and /or in-house process terminology and approach. The workshop is divided into modules and covers the key stages in a proposal. Each module starts with a tutorial from the coach and is followed by attendees (in groups of 5 or 6) applying the contents of the tutorial to the case study.



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