

Improving Your Win Rate

Top Techniques for Better Bidding

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Summary

If you want to:

- Increase the ROI in your bidding teams
- Win more bids
- Understand better your clients and their evaluation process
- Improve your bid quality and address your clients' issues

Then:

- We deliver efficient, proven and repeatable bid techniques which you can use right away – they will improve your win rate
- Tailored to your situation, focussed on your clients, addressing your concerns

Approach

- Ten techniques for better bidding
- Based on our five guiding principles of:
 1. Maintain Client Focus
 2. Manage Your Image
 3. Plan to Win
 4. Handle Difficult Questions
 5. Reviews Add Power

Ten Top Techniques

1	Maintain Client Focus	Understand Your Client	Analyse client, understand their people, desires and constraints. What is important and why
2	Manage Your Image	Develop Key Messages	What are the three things we want them to remember, what is our vision for this client
3	Manage Your Image	Develop Relationship Approach	Identify best ways of working with each client member, whether by e-mail, phone or face to face
4	Plan To Win	Develop Win Strategy	Answer - "Why will we win?". If you don't know, why should the client?
5	Plan to Win	Answer the Question	Use the same language as the client, summarise the key points, have a structured response
6	Plan To Win	Use Storyboards	Use structured storyboards to reduce wasted work and make your key messages explicit
7	Handle Difficult Questions	Handle Difficult Questions	These are nuggets. Understand the real issues and use techniques to overcome objections
8	Reviews Add Power	Mark Your Own Proposal	Evaluate your own response, early enough to do something about the outcome
9	Reviews Add Power	Review Early	Run reviews throughout the bid and get your team to appreciate the reviews
10	Reviews Add Power	Run a Formal Review	Ensure that the internal stakeholders' knowledge and experience improves your proposal

Conclusion

- Each small improvement you make to your bidding, will have a big impact on the quality of you proposals
- These are simple fundamental techniques which can be easily adopted and used straight away
- They can be used by novices or experienced staff
- The impact goes beyond those trained in these techniques
 - Those trained will drive up the quality of the people they work with