



Bidding to Win

Increasingly sales professionals in the advertising sector, along with other industry sectors, are required to respond to competitive procurement tendering exercises in order to win business. Good relationships, track record and a sound reputation in the advertising world are simply no longer enough. Success derives from a combination of a good product, the right price and, equally importantly, the ability to respond well to the invitation to tender (ITT). Bidders must have the systems and skills in place to put their offers in the best light. As more organisations opt for long-term contracts to reduce costs, it is vital to make every bid count.

The programme

This one-day programme is designed for people who have to respond to tenders. It includes:

- An overview of the procurement processes
- How to structure a bid
- Playing the points game
- Ensuring compliance
- Organizing yourself to bid effectively and efficiently
- Understanding how procurement departments operate
- Managing the tendering process
- Assessing and managing risk in the bidding process
- Complying with instructions
- Getting your bid noticed

Who should attend?

- Those working in sales and / or marketing
- Those responsible for managing responses to invitations to tender
- Senior managers ultimately responsible for their company's bids

Benefits of Attending

Following this programme delegates will be able to:

- Respond to ITTs with greater confidence
- Improve their success rate of converting bids into sales
- Reduce stress by structuring their resources more effectively
- Avoid common traps
- Gain practical tips and tricks
- Differentiate their bids
- Understand what drives the world of procurement and make better use of this information when bidding

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