

Win a call for tenders



CV-66 3 Days (21 Hours)



Description

Better decipher the specifications and proceed in stages, personalize your response and anticipate the negotiation, argue and defend your offer, in writing and orally, and until signature... In this training to calls for tenders, seven essential practices of the process of responding to the call for tenders are detailed to allow you to optimize your conversion rate.

Who is this training for ?

For whom

Any person required to draft, present and negotiate responses to calls for tenders for services or products in the private or public sector. Salesperson, Sales Director, big manager.

Prerequisites

None.

Training objectives

- Identify the elements that will differentiate your response from those of competitors.
- Make you want to read through the quality of your written offer.
- Highlight and defend your technical offer in an oral defense.
- Negotiate the commercial offer in front of a committee 'buyers.

Training program

Acte 1 : savoir lire le cahier des charges

- Identify the differences between public and private calls for tender.
- Identify the decision-making group.
- Interpret the specifications to better respond.

Acte 2 : décider du go/no go

- Evaluate your strengths, risks and opportunities.
- Know how to detect 'bogus' calls for tenders. Act 3: make a differentiating offer
- Obtain the 'missing information.
- Understand customer issues.
- Highlight your difference.

Acte 4 : rédiger une proposition convaincante

- Structure the response: choice of plan, prioritization of the parts.
- Make the proposal readable and attractive: formatting.
- Focus on the decision-maker: the executive summary.
- Provide the essential documents of the tender dossier.

Acte 5 : positionner son offre et préparer la négociation

- Present your price.
- Build your offer taking into account the commercial strategy.
- Prepare the final negotiation.

Acte 6 : réussir une soutenance marquante

- Prepare your visual presentation by involving all the stakeholders.
- Establish a relationship with the jury.
- Win support.

Acte 7 : défendre et négocier son offre jusqu'à la signature

- Argument and answer probing questions.
- Negotiate the final conditions while preserving the margin.
- Set the limits of the negotiation.