

Why attend the Seminar?

In this workshop, participants will learn a systematic, transferable method to create successful and compelling offers at a reduced cost.

It answers the following questions:

- ? What does a good offer look like?
- ? How can I increase the win rate and use the available resources effectively?
- ? How can I stand up to the competition?
- ? How do I manage to present my offer to the customer on time?
- ? How do I present a competitive selling point that attracts the customer's attention?
- ? How can I add value to my team and make sure we get the right business for us?

Target Group

Everyone directly or indirectly involved in attracting new customers, serving existing clients and creating complex offerings: Proposal Manager / Offer Manager, Account Manager, Sales Support Personnel in Service, Product Management, Customer Project Management, Pricing, Sales Assistant, Marketing

Modules

- Tender evaluation
- Shipleys Scale of Best Practice Offer
- Offer conditions
- Concept for the customer's hot buttons
- Comparison matrix of Shipleys providers
- Establishment of an offer strategy
- Value Proposition
- Development of an executive summary
- Specification of the statement about customer issues and challenges
- Planning the quotation processing
- Listing Designer
- Use of effective visual aids
- Kick-off meetings
- Offer post

Requirements

Basic knowledge of Sales, Marketing, Product Management

Duration

2 Days (8 hours per day, including breaks)

Class Size

Maximum 16 students

Learning Goals

After completing this seminar, the participant knows:

- How to recognize the importance of creating customer-oriented documents.
- How to integrate customer information and competitor information into a high-quality document.
- How to ensure that all offer documents meet customer requirements.
- How to put an offer into a readable and easy-to-evaluate form, through good structure and clear structure.

In this seminar, the participant can expand the following competences:

- Creation of structured offers
- Writing Executive Summaries
- Clear answers to customer questions
- Acquisition of convincing writing and design techniques
- Use prepared written content effectively

Methodology

Through the use of case studies, discussions and role-playing, participants interactively learn and put into practice the theory that they have learned to make a well-considered offer strategically and clearly structured.