



The duMonde Group Pty Ltd (“duMonde”) is a specialist Training and Business Consulting firm that has a strong pedigree of working with Government & Industry to enhance productivity and overall market competitiveness. We are now established as a market-leading provider of highly-valued, Strategy, Sales & Marketing related professional services across multiple sectors of the Australian market.

Our practical full-day **Successful Business Winning** workshop is specifically designed to assist firms better develop “winning” quotes, proposals and tender submissions as part of their broader business strategies. The course will breakdown and simplify the business winning processes and provide tested and purposeful approaches to improve your company’s overall success rate. Ultimately, it will equip you with the necessary knowledge and tools to dramatically enhance your proposal/tender management and writing skills and overall “business winning” capability.

## Topics Covered:

### Workshop Overview & Course Objectives

- > The Five Elements of Successful Business Winning Tenders & Proposals
- > duMonde’s Successful Business Winning Pyramid

### TOPIC ONE – Opportunity Identification

- > Review of your firm’s Overall Business Winning Strategy
- > Checking Analytics and Scanning the Market
- > Exploring Avenues for Securing Work

### TOPIC TWO – Opportunity Assessment

- > Assessment Criteria
- > Overview: Stage Reviews
- > Conducting an Early Bid/No Bid Analysis
- > Overview: Colour Team Reviews

### TOPIC THREE – Win Strategy & Solutions

- > Capture and Win Strategy Workshops
- > Bid team Roles and Responsibilities
- > Win Strategy
- > Customer Hot Buttons
- > SWOT Analysis
- > Competitive Discriminator
- > Proposal Management Plan (PMP)

### TOPIC FOUR – Proposal/Quote Development

- > Responding to RFQs and RFPs
- > Cover Letter
- > Customer Value Proposition
- > Executive Summary
- > Risk Management Plan
- > “Price to Win/Value”
- > Compliance

### TOPIC FIVE – Submission & Post-Submission

- > Validating the Bid Decision
- > Submission
- > Post-Submission
- > Continuous Improvement Cycle

## Course Objectives



At the end of this workshop, the participants will be able to:

- > Recognise the importance of aligning the company’s business winning activity with the overall strategy of the company
- > Leverage the use of a standardised, repeatable process for developing consistently high opportunity responses built on the Business Winning Pyramid approach
- > Define a compelling value proposition for “winning” tender submissions.
- > Apply best-practice tools and techniques for proposal activity planning and managing proposal submissions.
- > Increase your firm’s capabilities to secure more “wins” from target opportunities.
- > Capture the lessons learnt and follow the continuous improvement cycle.