



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.

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

Course Outline

WORKSHOP OVERVIEW

- A. Course Objectives
- B. The Five Elements of Successful Business Winning

I. Opportunity Identification

- > Linking to the overall business winning strategy and initiatives
- > Utilising CRM insights for Customer, Competitor and Market Intelligence

II. Opportunity Assessment

- > Market Positioning
- > Gate Reviews
- > Independent Reviews

III. Win Strategy & Solutions

- > Compliance, Competitiveness, Creativity, Credibility
- > Win Strategy Workshops by Capture Managers

IV. Proposal Development

- > Storyboard
- > Executive Summary
- > Customer Value Proposition
- > Commercial and Pricing
- > Risk Assessment & Compliance
- > Drafting
- > Common Pitfalls & Best Practices

V. Submission & Post-Submission

- > Submission of Approved Proposal
- > Follow-up
- > Debriefing & Capturing Lessons Learned
- > Continuous Improvement
- > Winning & Project Start-up

Summary

Course Objectives



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

- > Better identify and assess opportunities to align them to the overall business strategy
- > Conduct a bid/no bid analysis
- > Integrate a compelling value proposition for “winning” tender submissions
- > Use a structured approach to the development and execution of consistently high quality tender responses built on customer, competitor and market intelligence
- > Apply best-practice tools and techniques for proposal activity planning and managing proposal submissions
- > Increase your capabilities to secure more “wins” from target opportunities
- > Capture lessons learnt and follow the continuous improvement cycle.