Masterclass: Practitioner Series

Bespoke in-house training
aimed at mid to senior bid professionals

"I really enjoyed the day and it gave me a lot of ideas on how to improve bid process and proposal quality."
- AB, Senior Bid Manager, Tata Consultancy Services (IT)

We are proud to support our corporate, third sector and SME clients who include:

Course Modules

MODULE	OBJECTIVES	EXERCISES	PAPERS / RESOURCES
Introduction to Business Development	• Understand how you got into business development • Understand why you got into business development • Identify key BD skills	• Myers-Briggs assessment	• Myers-Briggs methodology
Setting up a BD unit	• Identify the purpose and scope of BD unit • Understand the essential requirements of a BD unit • Be confident how to set up a unit or make changes to an existing unit	• Mapping exercise – current vs ideal	• BD Unit paper
BD Governance (under another name)	• Understand what governance is • Understand the benefits of governance • Identify where changes need to be made to current practice	• Deal Gym website analysis	• Governance paper
Document management and sharing	• Know which systems exist • Understand how to map your own requirements • Know how to source the right system • Be able to explain the benefits to stakeholders	• Evaluate current system	• SharePoint • Huddle website • Google docs • Skype

Course Modules (cont.)

MODULE	OBJECTIVES	EXERCISES	PAPERS / RESOURCES
High performing teams	• Skills needed; Respecting difference • Attributes e.g. Creativity v Diligence; challenge v engagement; intensity and focus • Creating shared goals • When things go wrong	• Leader(less) command tasks • Portal crash	• Tuckman's Model • Sports teams examples e.g. cultural architecture
How to find an opportunity	• Understand what systems are available • Be able to evaluate each system • Link current and future opportunities to qualification and strategy	• Find opportunity on Contracts Advance	• Top 5 systems overview
Qualification & pipeline	• Linking qualification to strategy • Pipeline creation and reporting • Adverts, portals and soft intel • Advanced view	• Qualification exercise	• Qualification tool • Pipeline
Bid/No Bid – strategic bidding	• Linking qualification to strategy • Understand the shotgun vs targeted • Design a Bid/No Bid tool • Be able to develop a strategy	• Strategy canvass	• Sweet Spot Analysis • Strategy tools

Course Modules (cont.)

MODULE	OBJECTIVES	EXERCISES	PAPERS / RESOURCES
Pre-bid intelligence (capture plan)	• Requirements – known and hidden • Resources internal and external • Value Proposition • Customer, Competitor analysis	• Stakeholder mapping • Value Proposition exercise	• Capture plan template
Partnership development & collaboration	• Selection of partners: adding value • Aligning values • Maintaining the partnership • Beyond the submission	• Partnership scenario exercise	• Institute of collaborative working website • Head of Terms • NDA
Service model/business model/analytics	• Be able to facilitate a group of SMEs to create a competitive solution • Understand how to use the tools available • Use appropriate tools to identify efficiencies • To understand how to create an environment for 'safe' challenge	• Populate DAC modelling tool • Create value proposition	• DAC model • Customer data
Kick off meeting	• Understand the importance of kick off • Understand the politics • How to task effectively • Set expectations	• 5-minute kick-off introduction	• Agenda • Invitation email

Course Modules (cont.)

MODULE	OBJECTIVES	EXERCISES	PAPERS / RESOURCES
Approaches to writing and content development	• Structuring to score well • Using the value proposition • Supporting evidence and endorsement • Single voicing	• Score a GM response	• Answer template • First to final draft example • Writing rules
Writing to Win (sourcing high quality content)	• Identifying and supporting SMEs • Customer focused information • Past bids – help or trap? • Analysis and feedback	• Write response to GM question	• Sample feedback letter • Customer Feedback analysis • Question tracker
Financial modelling	• Understand the importance of modelling • Understand how to build a model • How to model financial risk (up/downside)	• Complete a GM modelling example • Identify efficiencies in GM model	• Example FMT • Scenario workbook • Showcase MSK tool
Quality & Review process	• What is quality content • Who should review content • Internal scoring and RLR	• Review material	• Examples of review process

Course Modules (cont.)

MODULE	OBJECTIVES	EXERCISES	PAPERS / RESOURCES
Sign off & Submission	• Understand what is being signed off • Identify the appropriate levels of sign off • Understand submission requirements and process	• Map sign-off process	• Sign-off template
Pitch development and delivery	• Understand how to communicate effectively with customer • Understand team dynamics • Understand the principles of messaging • How to develop presentation skills	• Value proposition slide exercise • Self-analysis	• Delegate information pack
Re-bidding current contracts	• How to identify opportunity and when to engage • Identifying the decision maker • Shaping specifications • Early competitive manoeuvring	• Map current contract portfolio and risk profile • Intelligence gathering	• Re-bid toolkit
Customer/competitor analysis	• How to profile to your customer • How to identify your competitors • How to profile your competitors • How to inform win themes	• Analyse customer and competitors	• Competitor analysis tools • Customer analysis template

Course Modules (cont.)

MODULE	OBJECTIVES	EXERCISES	PAPERS / RESOURCES
Win/loss feedback	• How to get feedback • How to standardise scores • Analytical methods for winning and losing bids	• Analyse feedback on 5 most recent bids	• GM Feedback analysis tool
Contract Innovation – risk share/gain share	• What is risk and gain share? • Understanding the customer's appetite • Limitations of public sector contracts • Backing yourself v risk exposure	• 5 minute presentation of innovation	• Innovation paper and methodology • Risk/gain share (RGS) process

Next Steps…

Pick and choose the relevant modules from our 7House menu option above and call our 7House training team on 01225 632501 or email us on info@7house.co.uk. We will then talk through with you how we can create a tailored package for you and your team and the associated costs.

Audience:

Will ideally suit mid to senior bid professionals for up to 12 delegates

Tailored Training:

To maximise learning, we would recommend between 2-3 modules per day; conducted over a one or two day session (depending on your requirement)

Indicative Costings:

£2,995 (one day) and £4,995 (two days)

"Thank you to 7House for spending the morning with us, really informative and learnt a lot more in those couple of hours on how to "get our foot in the door" than I have on any tender course I have been on. I really enjoyed the morning and have definitely taken things away that we will implement in the office."
- Glancy Nicholls

We are proud to support our corporate, third sector and SME clients who include: