



# Preparing & Delivering Winning Bids

The means by which law firms attract new business has changed dramatically in recent years. Nowadays, virtually all work of any significance or size is won by tender. Research indicates there are two principle factors which play a significant role in the decision on which firm the client appoints:

- How the tender process is managed by participating firms
- How the firm presents itself and its proposals.

These two factors are often the differentiators in this highly competitive sales activity.

## Objectives

- Understand the skills required to be effective in pitching
- Have practised their pitching skills
- Have planned how they will integrate what they have learnt into their work practices.

## Benefits

- Be confident in preparing and delivering a tender
- Improve success rate for winning new business
- Understand the importance of managing the process
- Consistently present better solutions.

## Course Content

- The strategic approach to tenders
- Responding to the invitation to tender
- Researching and understanding the ITT
  - Handling scoping meeting
- Preparing the document
  - Style
- Structuring the content
- Appearance
- Team coaching
- Presenting to the client team
  - Structuring the presentation
  - Working as a team
  - Dealing with difficult questions
- Evaluation.

## Duration

1 + 1 day

## Inter-course Work

Delegates will be divided into 2 teams and will work on a case study throughout the programme. There will be an interim piece of work that teams will need to complete before day 2.

## Facilitation

1 trainer to 6 delegates

## Group Size

Max group size is 6 to allow the trainers to provide delegates with individual input.

## Who should attend

Partners and fee earners involved in competitive pitches and tenders.