

BUSINESS DEVELOPMENT WORKSHOPS

Delivering Successful Presentations at Tender Interview

This workshop will remind delegates of the main aims and objectives of delivering presentations, the essential must do's and how to avoid the pitfalls. It identifies the correct steps to take when opportunities arise and suggests formats that will influence your potential clients.

It provides the opportunity for delegates to practice these new skills during a series of mock tender interviews with video critique, evaluation and analysis. It introduces a logical approach which can be applied with confidence and professionalism and provides excellent outline structures to follow. It enforces the concept that professional presenters are often not 'naturals'.

Workshop Overview

- Addresses the key issues to ensure your teams make professional presentations
- Provides the essentials for people who do not have the 'gift of the gab'
- Fully interactive to ensure the workshop covers the issues you want to learn about
- Demonstrates that most projects are won as a result of teams talking sense and being themselves
- As you don't get a second chance this workshop will help you get it right the first time
- Helps even accomplished presenters to maintain high standards to keep presentations dynamic

Upon completion of this workshop delegates will:

- Understand the main objectives of delivering presentations at tender interviews
- Action the essential steps during the preparation and research phase
- Develop their own logical format to developing well-conceived presentations
- Focus on the critical issues when "presenting" at the tender interview
- Learn how to use powerful personal skills and techniques including overcoming nerves, dealing with questions and difficult people
- Understand how to work as a team and to "close" effectively

Target Audience

This workshop is designed for directors, partners and senior staff of professional services consultancies/contracting firms who are involved in business development and who attend tender interviews. It will be valuable to anyone looking to improve their presentation skills.

Content

Topic 1 - Preparation

- Research & collate material
- Planning the presentation
- Visual aids
- Hand outs
- Rehearsal & practice

Topic 2 - The Presentation

- Overcoming nerves
- Audience assessment
- Retention of information
- How to discourage/encourage questions
- Working as a team

Topic 3 - Post Presentation Analysis

- Review performance
- Assessment and scoring

For detailed testimonials visit: marketingworks.co.uk/testimonials

Duration: 9.00am to 5.00pm

Maximum number of participants: 12

CPD: 7 hours

Who to contact: Please email teresavykes@marketingworks.co.uk to book your place

Trainer: Philip Collard, Managing Director, MarketingWorks Training and Consultancy Ltd

Cost

In-house at your venue £1495.00 plus vat and travel costs

Open programme at our training centre £295.00 plus vat per delegate

Trainer Profiles

SEÁN BRICKELL *Consultant, MarketingWorks*

Seán is one of the best-placed senior management training professionals when it comes to helping companies and their representatives communicate and get their message across in a memorable manner with all the core benefits to them and their business, from raising and maintaining their brand profile to enhancing personal and corporate reputations to help improve profit margins. He advises on presentation at tender interview, communicating with the media, crisis management and business networking.

Seán has worked at the sharp end of every branch of the media. He is an award-winning journalist and broadcaster, having been the UK's youngest ever network television news reporter aged 21 and a network news presenter aged 22. He has also been an undercover investigative reporter working for national newspapers, a magazine writer and an online editor. He has since worked with many organisations and individuals, including large construction, pharmaceutical, IT and defence companies.

A member of the Professional Speakers Association, Seán is a business and motivational speaker and an after dinner speaker, as well as an international event and conference host and presenter. He is the author of a variety of books and guides on how to communicate with the media and making business speeches and presentations.

PHILIP COLLARD *B.Sc (Hons) MBA MCIM Managing Director MarketingWorks Training and Consultancy Ltd*

Philip works as a marketing and business development consultant for a large variety of primarily professional service and contracting organisations in the construction industry. He provides strategic and marketing planning advice on direction and new business development. This includes advice on implementation, setting up marketing systems, marketing databases, key client relationship management plans, client research, bid management and general consultancy, covering a wide range of essential marketing and business development support activity. His marketing consultancy specialises in helping organisations win new business.

Philip also created the Construction Marketing Conference, the Construction Marketing Question Time and a thriving business developers' Community, all of which his company continues to manage. He is also a regular columnist on various industry publications. He undertakes consultancy assignments and marketing training workshops all over the UK and is a principal speaker at industry and corporate conferences.

Over the last 14 years MarketingWorks has provided business development services to over 700 consulting and contracting organisations including 40 of the top 200 consultants.