

Winning Presentations

Garry Stone



What We'll Look At

1. Key Tools

Keeping us firmly on track

2. Getting Prepared

Asking the right questions, priming the message

3. Building the Message

Using our knowledge, building a compelling message

4. On the Day

Connecting, persuading

5. Feedback & Follow Up

Making most of the opportunity, learning & improving



What We'll Look At

1. Key Tools

Keeping us firmly on track



Tool No. 1 – Defining the Task

“A structured, prepared and speech-based means of communicating information, ideas, or arguments to a group of interested people in order to inform or persuade them.”



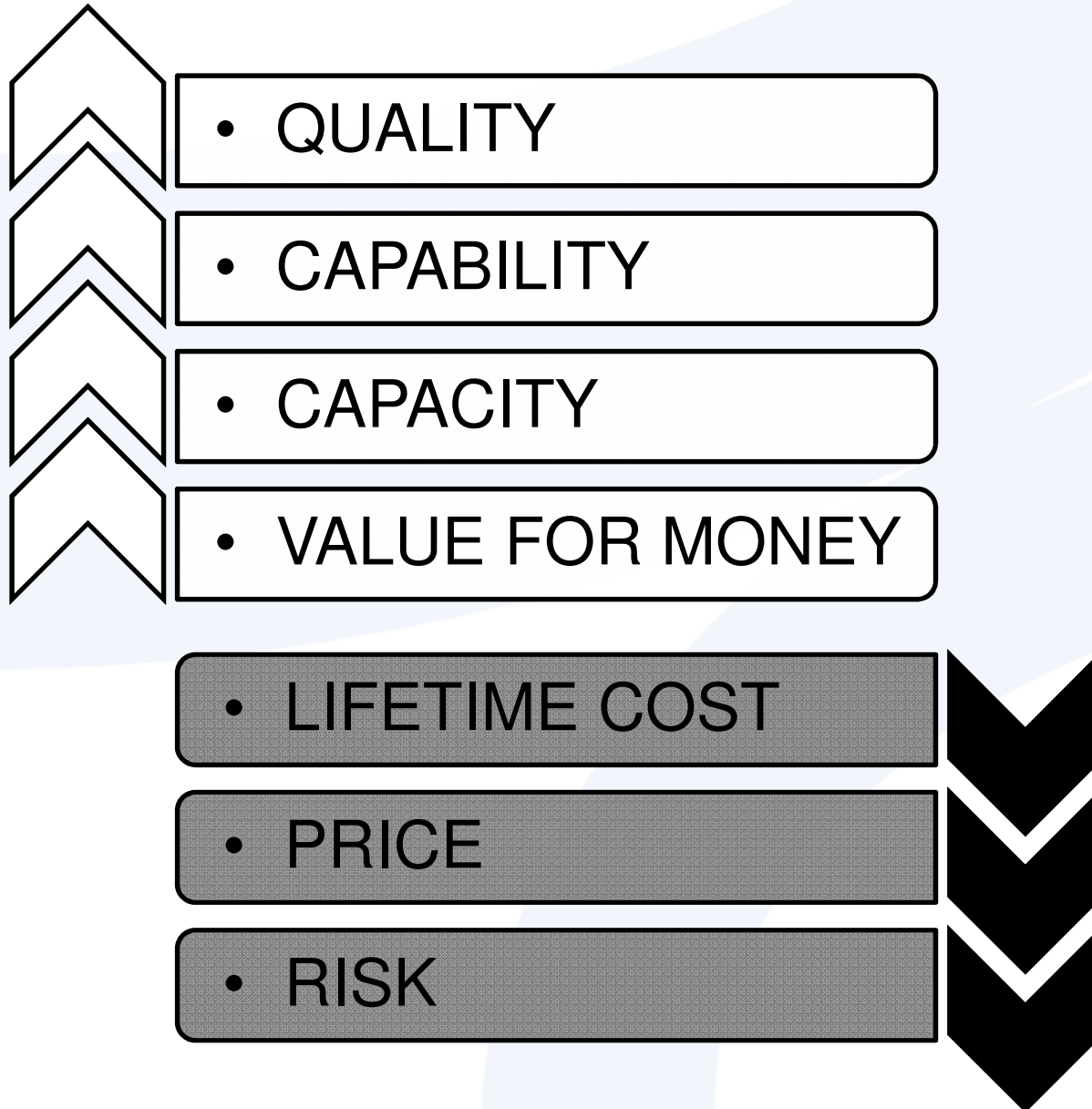
Tool No. 2 – Our Watchwords



“SO WHAT?”



Tool No. 3 – Hitting the Mark



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So, before we start, what questions do we need to ask?



Getting Prepared

- ✓ How did we get here?
- ✓ What are we trying to achieve?
- ✓ What is the brief?
- ✓ How long? Structure/Format?
- ✓ What is the client trying to achieve?
- ✓ What do we know about the client?
- ✓ What do we know about the people?
- ✓ Who will be attending?
- ✓ What resources do we have?
- ✓ What will we need on the day ?
- ✓ When do we have to be ready?
- ✓ Where ?
- ✓ Who are the competition?



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Building the Message

1. Do the preparation – everything you need
2. Write it yourself
3. Ask “Why Us ?” – strengths & weaknesses
4. Be consistent at every stage
5. Everything from the client perspective

“Mirror Mirror”



Building the Message

Presentations

4.5.8 If presentations are held, they should be conducted by the same team that is carrying out the paper based evaluation, plus an additional specialist, such as an IS or financial expert, if there are perceived weaknesses in these areas of their bid. Ideally the presentation panel should only see those tenderers that have a chance of winning. Presentations should also be scored.

Clarification

4.5.9 Where even the favoured bid has question marks hanging over it, which were not resolved at presentation or may have arisen out of the presentation, it is advisable to call that bidder back for further clarification of their bid.

Client Perspective



Building the Message

Client Perspective

“Whatever the contract at stake, the evaluation panel will want to be:

- Impressed
- Convinced
- Reassured
- Informed

A tender presentation is an opportunity to clarify and/or enhance your tender. It is about how you will solve the buyer’s issues and help them to meet their requirements.”

“Bids will often have already been scored by the panel and the presentation will help them to clarify and agree their scores....

...Depending on the evaluation criteria, presentations may either carry a proportion of the marks available (e.g. 5% of the total marks), or will help the panel to clarify the scores they have already given on the basis of the written submissions”

“ gives buyers the opportunity to assess the quality and expertise of the bidding team”



Building the Message

How do they think?

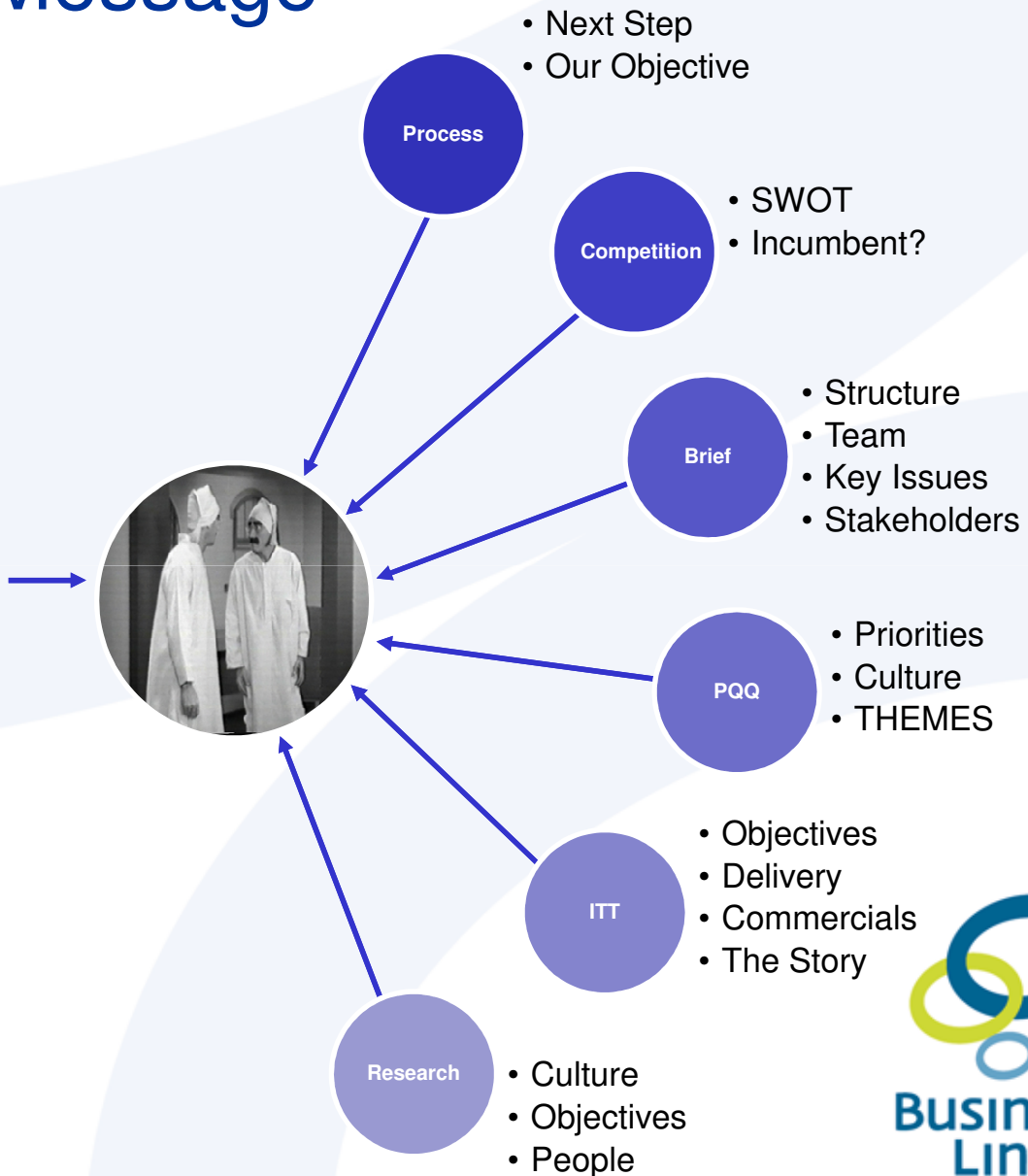
What are the key issues we need to cover?

What Risks/Pain/Issues do they have?

What are our key strengths & messages?

How do we differentiate?

Where can we raise the bar?



Building The Message

WHAT'S THE BRIEF?

“ The Panel will include representatives from

The Panel interview will be in two parts:

1. A detailed presentation of your proposal to cover:

- How the programme will be differentiated from others in the market place....
- The process
- Your views on whether the programme should
- A detailed review of the content to be included.....
- The methodology for the delivery of the programme and how you will.....
- Measures of Success
- Reviewing the benefits the programme has brought.....
- A discussion of programme costs and a breakdown between phases in your plan.....
- This presentation will involve those in your team who will take an active part in the delivery.

2. Discussion covering how your team will work in partnership and coordinate with:

- Partners- stakeholders – internal & clients ...
- Case Studies.
- Partners- Co-ordinating with other suppliers in the chain

All this to evidence a coordinated and seamless delivery approach ”



Building the Message – The Story

Who we are & what we bring

- team, people, capability, capacity, experience

What we will achieve

- delivery, outcomes, & impact

How we will Deliver & When

- project management & team, working together

Contract & Relationship Management

- reporting, measurement, control, benefits

Commercials

- where and how the numbers work VALUE FOR MONEY

Key Points & Issues

- managing risk, THEMES, 'raising the bar', POTENTIAL



Building the Message – Sales Presentation

Who we are & what we bring

- team, people, capability, experience & track record

What we bring – the benefits

- the positive impact & difference to your business

How we Deliver

- how we work with clients to achieve results

Working with us

- relationships, partnership, POTENTIAL

Commercials

- the business case, competitive edge

Key Points & Issues

- potential issues, innovation & differentiation

“What we
will do for
YOUR
business”

“WE are what
you need to
achieve this
impact”



Building the Message



KEY

1. Hit the Brief
2. Hit the client objectives
3. Tune in & remove issues, pain, risks & fears
4. Tell a clear, consistent story
5. Differentiate, innovate & raise the bar



Building the Message - TEAM

COLLABORATIVE BID?

- ✓ Clear Lead
- ✓ Seamless – as one.
- ✓ Complementary Inputs
- ✓ Same focus & objectives
- ✓ How do you ‘perform’ as a team?
- ✓ Control & subcontractors / suppliers



Building the Message - TEAM

- ✓ Weave your team into the story
- ✓ Cover key components by your key people
- ✓ Small focused team – in-depth understanding
- ✓ Think about THEIR team as individuals
- ✓ Mirror & Match – people cultures, role cultures
- ✓ Plan the message so that everyone contributes
- ✓ Play to strengths – manage out weaknesses!



Building the Message – FINAL PREP

- ✓ It's knowing what you know – not learning a script
- ✓ Clarify roles & inputs & responsibilities & fall-backs
- ✓ Be clear, but do not over-rehearse
- ✓ But do nail your timings
- ✓ Supporting materials?
 - Demo/product
 - Additional handouts / reference
 - Balance of innovation / risk
 - Evidence, case studies, testimonials



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On the Day

LOCATION – at your site?

- It's not just about the meeting & hospitality
- Every detail of site, people, product



What do they see?
Consistent with your bid?



On the Day

Be Prepared

- ✓ Kit required
- ✓ Hardware and software compatibility
- ✓ Full set of back ups and versions
- ✓ Check and re-check in advance
- ✓ Arrive early



On the Day The Team

Client

Internal Management Structure

Procurement / Commercial

Operational Manager

Technical

Lead

Risk
Culture
People Fit
VALUES



Capability
Quality
Capacity
IMPACT

Sales / Commercial

Project Manager

Technical

Lead

Integrated TEAM Strengths



On the Day

Listen, Absorb & Reflect

- May be prescribed format
- Discussion may be tightly constrained
- Where possible, hit individual's 'buttons'
- Agree & reinforce handling of issues
- Be consistent – do not 'wing it'
- Know why your figures are the right ones
- Flexibility & 'yes' – carefully managed



On the Day

Not just any business – you want their business

- Show you understand them and their issues
- Positive, enthusiastic, knowledgeable
- Professional



“We want to do business with companies who understand what we need - and want to do business with us”

Newcastle University



On the Day

Eyes & Ears

- Where are we in the running order?
- Who's the competition ?

SET THE BAR



On the Day



- ✓ Ability to work with others
- ✓ Attitude & Culture
- ✓ People & Relationships
- ✓ What you give, not take
- ✓ Take away 'pain', not add to it

On the Day



- Clear
- Compelling
- Differentiate
- Leave three key points

= “Us and Only Us”



“Thanks...we just wanted to
see some real passion”



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Feedback & Follow Up

- ✓ Do Win - *Feedback*
- ✓ Do not win - *Feedback*
- ✓ Do not win - *Follow the Money*
- ✓ Do not win - *Build on your new relationships*



Feedback & Follow Up

- ✓ Discuss, review & learn
- ✓ Distil 'best of'
- ✓ Develop your own 'style'
- ✓ Resources/Library/Experience



AND REMEMBER.....

It is not just about the slides. It is about you, your team and business - who you are.

The presentation was made by Neil, Term Maintenance Director, Andrew Hansen, and Tony Cook, and as its theme addressed the question of how Conway could help the borough develop its vibrant culture.

“Everyone involved in this bid process is passionate about our company’s family atmosphere, and I’m sure this comes through in our submissions,” explained Neil. “We’re all working for each other, and the really important thing is that everybody in the company is contributing to these contract wins by sharing with us examples of best practice, new ideas and excellent working relationships.”



ISSUES & QUESTIONS?

