



SalesLeap

Training For Tendering – stop taking chances

FACT: Tendering is just a sales process with a different name. Understanding how it works is the key to success.

How often do you hear negative comments about tendering? Pretty much all the time is our bet

When people tell you that in their experience “tenders are a game of chance” that “you can not build a relationship when tendering” or that “it is impossible to win a contract with a cold bid” they are right but only because they probably leave too much to chance and so have never maximised their potential in a tender process.

SalesLeap have proven time and time again that if you understand the process and implement a plan you can dramatically improve your lot and start to make tendered sales a successful and key piece of your sales strategy.

You could of course carry on doing what you have always done. But then you will carry on getting what you have always got while your competition take note, learn and win more of “your” share.



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If you are serious about winning business via tendering then you need to fully understand a few things first.

- Whether bidding for public or private sector contracts there are only three things you need to fully understand to improve your return on investment:
 - ~ The buyers' tender process
 - ~ Your tender process
 - ~ The bid
- Unfortunately, too many businesses say that they understand these things yet in reality, they do not. As a consequence they will constantly fall foul of many key aspects of tendering and see the whole process as an expensive and frustrating game of chance with the cause for their failings being placed firmly with the buyer or the process itself
- Tendering is a sales process, and like any process if you are going to be successful you need to know how it works. You have to know not only what you should do, when and how to do it, but equally, what you should not do and why. In support of this, to improve your performance SalesLeap provide:
 - ~ Workshops to establish areas of vulnerability in your tender process and develop action plans to implement lasting change and success
 - ~ Training to understand the buying process, how you can avoid common pitfalls and ensure that you no longer tender from a position of weakness
 - ~ Support in your bid development and compilation strategies and plans, developing your bid team knowledge and capabilities

A final few words from Tony Copeman



Organisations large and small benefit from help in tendering because it seems to fly in the face of everything we know about selling. Yet, if you understand the rules of the game you will learn that it is not so different after all. So, if you are ready to join those that have already taken the first step in improving their tendered sales performance drop us a line, we would be delighted to help you make a difference to your performance.