

Bid Dynamics[®]

The background of the entire page is a vibrant, abstract composition of purple and pink hues. It features a central globe with a target symbol overlaid on it. In the foreground, there are silhouettes of several business professionals in a meeting. To the right, there is a bar chart with an upward-trending line graph. The overall aesthetic is modern and professional, with a focus on global business and strategic planning.

You want dynamic bids created by dynamic bid teams. You want your bid teams writing proposals and presentations that make your clients and prospects want to buy from you and no-one else. You want your teams developing winning bids with repeatable, transferable, best practice techniques.

You want the right environments for your bid teams to work in, with best practice information libraries, custom-designed state-of-the-art proposal centres and the highest-quality support services.

And you want highly-skilled, knowledgeable and inspirational bid managers leading the way.

Do your proposals mean business?

You know that when it comes to winning business, the most important document your company produces is a sales proposal.

To produce winning proposals, your bid teams need to create content and wording that will deliver and sustain maximum impact: initial impact and lasting impact. And they need to do it under time pressure, cost pressure, management pressure. They could probably use some expert help...

Screen Idol's Bid Dynamics® experts specialise in assessing and improving all types of sales proposals, pitches and client presentations. And we're renowned for implementing stylish, leading-edge proposal centres with a comprehensive portfolio of added-value support services.

Proposal centres - custom designed facilities and added-value services

There's a real buzz about a proposal centre. It's about a complete focus on the client and on winning business - not just producing compliant documents. It's about a dedicated, secure, confidential environment that helps you remember your client while you're buried deep into costing solutions, margin analysis and resourcing conflicts.

It's about the people and the information you need to showcase the value proposition your clients and prospects will want to buy.

A professional proposal centre is about value, quality, service and a true understanding of what it really takes to win business.

Bid Dynamics®

Proposals that inspire and sell
www.bid-dynamics.co.uk



With Bid Dynamics[®], you tailor-make individual and team development programmes from our range of 'power workshops' targeted directly at your bidding weak spots.

Designed to incorporate your own processes and procedures, Bid Dynamics[®] programmes cover a range of hard and soft skill areas with a core focus on fast fix and long-term change and improvement:

Engaging with clients and prospects

Finding out what your client wants - and what to do with it when you know
Understanding the difference between client intelligence and intelligent clients....

Grown-up bid management

Ditch the pizza run
Seek out constructive criticism
(‘don’t take it personally, take it seriously’)

Team dynamics

Move to high performance faster
Don’t avoid conflict - how bickering can make better bids!

Having a plan and storyboarding - preferably before the bid goes in?

Why storyboarding should really matter to you and how to do it well
Chaos is a habit - you can break it

Understanding the risks of bidding and the wider business context

There’s more to risk than filling in a risk register
(or borrowing one from another bid)

Sales and branding in your proposals

Don’t forget to sell your value proposition!
Remember the importance of your brand and don’t compete with yourself

What can you solve - for this client, in this procurement?

Don’t forget mousetrap syndrome: no-one wants a more sophisticated mousetrap, they simply want no mice!
So what exactly are you offering?
What Maslow might say about your solution: assessing buyer motivation

Who wants this business most?

Knowing who you’re up against
Competing effectively

Proposal writing isn’t a foreign language

Just tell the story you want your clients to buy
And understand what your written style and content say about you

Why the executive summary isn’t a summary!

The executive decision-makers’ briefing
And why it’s more important than anything else you submit

Powerful presentations and personal impact

People buy from people
Why should anyone buy from you?

Learning the lessons

Why you win or don’t win and what that says about your value proposition



Bid Dynamics - the expert proposal support services from Screen Idol

For winning proposals and stylish, leading-edge proposal centres...

For best practice training and development programmes for your bid managers...

For effective, high-level and confidential media coaching...

For the PR and promotional campaigns that smaller and start-up companies think they can't afford but really need...

For words that sell and words that win: copywriting, web site content and marketing collateral...

We should be talking!

Proposals that inspire and sell;
the words that win.

Bid Dynamics®

Bid Dynamics
72b Tolcarne Drive, Pinner,
Middlesex HA5 2DQ

Contact the Bid Dynamics team on

☎ 020 8582 2513

✉ bidwrite@bid-dynamics.co.uk

🌐 www.bid-dynamics.co.uk