



# RFP Masterclass

## Training Workshop

### GROW SALES WITH STAND-OUT RFP RESPONSES

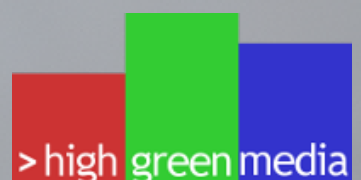
*A weak RFP response risks undoing months of sales effort if it fails to promote the value and benefits of your solution to an audience of business decision makers - most of whom you haven't met.*

*The RFP Masterclass is an interactive, practical and fun one-day workshop for broadcast and media technology suppliers.*

*You'll learn how to reach pole position on the shortlist, be more efficient, avoid common mistakes, and increase sales.*

TRAINING BY HIGH GREEN MEDIA IN ASSOCIATION WITH IABM

+44 20 7112 8395  
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## WHY JOIN THE RFP MASTERCLASS?

No-one enjoys writing RFP responses. Whether it's a written document or Excel matrix, most buyers insist on an RFP (or PQQ, RFI or RFQ) as part of their buying process. Solution providers hate having to answer them and frequently end up making basic mistakes.

Avoid these problems by learning how to...

- **Earn pole position on the shortlist with stand-out responses**
- **Sell the benefits of your solution with eye-catching content**
- **Save stress, wasted time and last-minute panic**

## WHO'S IT FOR?

Whether you're about to write your first RFP submission or you're a sales veteran, you'll enjoy and learn from this course. Anyone in sales, pre-sales or product roles who has to sell a solution on paper will gain valuable new skills, tips, techniques and practical advice.

## WHAT WILL WE LEARN?

The RFP Masterclass is run by Rob Ambrose, an experienced trainer, consultant, pre-sales manager and writer with 30+ years' experience in media technology.

Rob has written and assessed more RFPs than is healthy and has battle scars from both sides of the process. He'll share...

- **How to guarantee your spot on the shortlist**
- **Tips and tricks for a repeatable and successful RFP process**
- **Best-practice examples and horror stories**

### Managing the RFP process

Qualifying to avoid wasting time on no-hope RFP responses

Managing an effective bid team

Focusing on your customer, using effective questions and calls

Avoiding last-minute panic with effective people and time planning

### Creating the value proposition

Reading between the lines to uncover your customer's real needs

Understanding customer pain points

Building your win themes and a compelling value proposition

Knowing your audience and decision makers

### Building compelling content

Communicating compelling clear messages with structure, text and images

Dealing with Excel matrix responses and the prisoner's dilemma

Writing attention-grabbing executive summaries

Bringing your solution to life while answering the tricky questions

### Dealing with the tricky stuff

Challenging the customer's process with a different approach

Fixing gaps in your solution

Dealing with implementation, integration and partnering problems

Pricing dilemmas: what number to put in your response?

### Reviewing for success

Choosing your review team to be effective and critical

Engaging, not boring, the reader

Avoiding common errors, mistakes and pitfalls

Ensuring your boss doesn't demand a last-minute re-write

### Making it easier next time

Maximising the repeatable value of your content

Using cloud tools to boost the efficiency of your RFP process

Simplifying future RFP responses with free tools for managing content

Learning from every bid, successful or not, with feedback and post-mortem



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