

Sales Strategy and Bid Management

Is your Sales Strategy and Bid Management Process optimised and delivering you best in class performance?

Are your people organised, incentivised, co-ordinated and focused in the pursuit of winning?

Do you perform analysis on why you failed?

Executing Bid Management well provides you with competitive advantage.

At Business Driven Change, we help you execute with excellence.

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Sales Strategy and Bid Management Services

Providing
Insight and
Access to
Domain
Expertise



Sales Strategy and Bid Management

DELIVERING DOMAIN DEPTH OF KNOWLEDGE AND PROVIDING INDUSTRY INSIGHT

We are a specialist change management consultancy offering advisory services to companies.

Delivering Sales in an effective manner is the cornerstone of any business and our focus for this service sees us assessing, benchmarking and re-orienting your core sales strategy, bid management processes and execution capabilities.

We do this in a pragmatic, direct and reasoned fashion that delivers improvements to your win ratio whilst at

the same time reducing your opportunity cost base. Sometimes knowing why you lost a deal is more important than knowing how you won it.

We therefore provide a comprehensive Bid-Wash-Up service where we assess both your staff, bid approach and solution along with that of your target who on that occasion did not place the business with you. We provide a corrective action plan for you to adopt yourselves or alternatively for us to implement on your behalf.



THE BOTTOM LINE

For all change management programmes our approach is to work with clients to set programme objectives, put plans in place to reach goals, and focus financial and human capital on the right things at the right time.

We have used this approach with success to guide clients through complex change programmes and deliver valuable results.

a flexible solution for Your Change needs

STAGE 1- BID AUDIT

We commence with a set of audit services that assess your execution capabilities around core functions. These are :-

- Deal Strategy
- Qualification
- Forecasting
- Compensation
- Competency
- Stakeholder Communication
- Relationship Management
- Partnering
- Knowledge Management
- Solution Shaping
- Loss

Our deliverables are a case of action that defines clearly the reason for the recommended change, the programme itself in terms of how the change should be implemented and the benefits derived.

DOMAIN EXPERTISE DELIVERED FROM OUR ASSOCIATE NETWORK WORKING WITHIN THE INDUSTRY

STAGE 2 - CHANGE

We then manage the case for action as a programme with clear milestones and metrics that defines what success looks like.



This typically involves the implementation of revised processes or compensation plans, the re-assignment of personnel, new partner adoption or usage of an improved knowledge management or forecasting system

STAGE 3 - BID EXECUTION

Re-enforcing the changes implemented is critically important.

We often lead by example on a live bid by undertaking :-

- Account Management Mentoring
- Contract Negotiations
- Bid Management
- Closure



THE PROCESS

- Audit
 - Change Programme
 - Bid Execution
- Turnaround plan
Governance
Measures
Control



DOMAINS

- Consumer Technology
- Enterprise Technology & The Cloud
- Clean & Green Technology
- Outsourcing
- Financial Services



GLOBAL MARKET, LOCAL INSIGHT

Our Domain Expertise is geographically situated on a global basis. All leaders in their field, working in their field.

Talent is Global. Insight is local.

