

**Bid Leaders Program** develops the skills and Processes for Winning profitable projects and achieving success with clients.

The complete process involves:

- A. Client Relationship Development
- B. Leading Bids
- C. Presenting Project Outcomes
- D. Negotiating Profitable Agreements

### **Who should attend?**

Bid Leaders is for all major account teams focusing on winning major deals either within existing accounts or new clients.

### **Program Outline**

The program runs over two consecutive days and is designed to dovetail with any existing sales methodologies.

It covers three main areas:

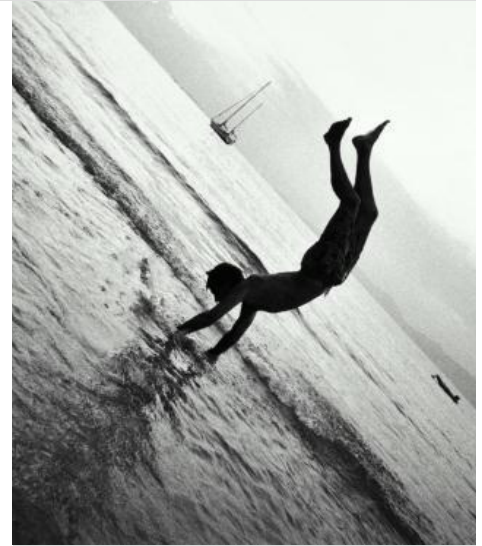
- Client relationship
- Existing Bid Methodologies
- Tools and template

### **How will participants benefit?**

- Consistent process across the business
- Save time in the bid
- Better understand and match client needs to project outcomes
- Ensure bids deliver real commercial outcomes
- Position the bid as part of a complete commercial relationship
- Understand the bid process and how to lead winning bids

This is one of the Metta evidence based approaches to developing profitable client relationships.

The outcomes are for you to understand the bid process and how to lead winning bids.



A fresh  
perspective  
on your  
performance