

# Training

**Duration: 2 days**

## Training

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### The art of bid presentation

#### Audience

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Sales Managers, Bid Managers, Business Managers, KAM (Key Account Managers), Global Account Managers, Sales Engineers, Application Sales Engineers, Consultants, Project Managers, Experts or any person involved in bid management (Lawyers, Legal Experts, Technical Advisors...).

#### Course objectives

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This course is the bid management training second part (the first session is dedicated to bid writing). The key objectives are:

- Create a sales narrative
- Craft an engaging introduction and action-oriented conclusion
- Prepare and manage effective high scoring presentations
- Effectively manage the audience
- Define the presentation strategy
- Optimise a team presentation during an allocated timeslot
- Manage the specific case of video conferencing (remote presentation)

#### Course means

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- Senior sales performance & digital marketing consultant and certified trainer.
- Video training.
- Remote or in-person training.
- Maximum group size: 5 participants.

#### Course cost

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**€4,300 VAT excl.**

#### Course content

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##### **Introduction and getting started.**

We'll work on a real-life bid presentation selected by the participants. We'll first review the key rules of a compelling presentation and how to launch a pitch: the facilitator will ask the participants to introduce themselves and will give first feedback. What is the unique value and idea we'll convey throughout the presentation? What techniques or tips can be used to get

started and conclude the presentation? How can we use story telling even for supposedly boring and technical topics?

*Practice: a 1-minute introduction of each participants will be video recorded.*

### **Team and preparation.**

We'll clarify the roles and responsibilities within the team who will deliver the presentation. The facilitator will share a checklist of the elements requiring a special attention and how to get ready: time management, sequence and chronological order of the presentations, logistics details, roles during the presentation, how to manage unexpected events and difficult questions... We'll address the way to manage the audience and anticipate uncomfortable situations.

*Practice: future bid presentation prep checklist review.*

### **Substance and form.**

This module will be focusing on the structure of the presentation (POST-It method). We'll then work on the visual design, with compelling graphics and pictures, keeping text to a minimum. We will review different presentation tools and how we can use startup's pitch best practices.

### **3 slides.**

A short presentation will be built by the participants including key elements such as: impactful headlines and slide titles, strong underlying theme, clear transitions between slides and storytelling techniques. The facilitator will explain the golden rules for a memorable pitch.

*Practice: short 3-slide presentation prep.*

### **The final presentation.**

*Practice: the participants will pitch the group for 5 minutes. Feedbacks will be collected from the group, and the facilitator will make additional comments.*

#### Tools and documents

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- Online self-evaluation tools.
- Methodological tools customised to the participants' real-life accounts.
- Facilitator's personalised feedback.
- Online quizzes.
- Online summary documents.

#### Just a word about the trainer

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With over 35 years of professional experience, the trainer brings deep expertise in sales, marketing, and leadership. A business school graduate, he has held multiple senior roles within international organisations, covering product management, key account management, sales leadership, and global marketing.

He later led a major European digital transformation initiative before dedicating his career,

since 2009, to supporting large corporations and SMEs across more than 20 countries, helping them address complex sales and marketing challenges through practical, results-driven training.

Pierre-Olivier (known as “PoP”, his initials) founded Pentalogy in 2011, a consulting firm bringing together a team of highly skilled, sharp-minded experts who do serious work without taking themselves too seriously. Today, Pentalogy is a trusted partner in sales performance and digital marketing for several major investment funds.