



## Identifying Bid Opportunities

### Preparing and pitching for new and existing contracts

With pressure to retain and expand contracts, staff in the homelessness sector need to be skilled at identifying, pitching for and then sustaining contracts with funders. This course is aimed at managers who are responsible for identifying, developing and maintaining business contracts. The day will equip participants with the skills they need to be successful in this area.

#### Aims

- Understand why and when you should bid.
- Master the key elements of any successful bid.
- Writing a successful bid.
- Pitching effectively.
- Negotiate necessary change.
- Keep clients informed and happy.

#### Course Elements

##### 1. *Identifying bids*

Is it new business? Is it an extension of existing business?

How do you evaluate the opportunity?

Is this a good fit? Does it match our values? Does it suit our strengths?

Is it good value? Does it make money?

##### 2. *Preparing a bid*

Understanding context: Who are my competitors? Where is my USP?

How do I write a persuasive bid document?

##### 3. *Pitching for a bid*

How to pitch if you get shortlisted.

Understanding narrative, voice and audience.

The pitfalls of poor pitching.

##### 4. *Maintaining good Client relations*



Reporting success and negotiating change.

Understanding who your key contacts are.

Maintaining client confidence.

A checklist for maintaining clients.

### **Content**

The one day course will be a mixture of theory and practice. The morning will provide context, theory and a series of top tips, supported by a handbook. The afternoon session will be an “as live” bidding process involving writing and pitching for a bid.

### **Trainers**

Mark Wall was a senior communicator in the NHS for almost ten years and now runs his own successful communications business. He has spent the last eight years living or dying by his ability to win work and keep clients happy. He has extensive experience of presenting to a wide variety of audiences for a broad range of purposes. As well as his professional experience across the public sector he is a published author, a regular contributor to local media and a prize winning stand-up comedian.

David Evans set up The Campaign Company in 2001, and now leads this successful million pound organisation with links across the public sector. As Assistant General Secretary of the Labour Party from 1999-2001, he had responsibility for the organisation of the 2001 General Election campaign. He now works across the political spectrum bidding for and winning work with local authorities, health and third sector bodies. David’s company wrote the definitive guide to consultation and engagement - “New Conversations” – which was published by the Local Government Association. David now regularly presents a masterclass on engagement for the LGA.