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I've known a lot of engineers with terrific ideas who had trouble explaining them to others. It's always a shame when a guy with great talent can't tell a board or committee what's in his head.

Lee Iacocca

Strategic Coaching for High Stakes RFPs

Turning your oral interview into a competitive advantage

When it comes to responding to RFPs, one thing is for sure – there's no consolation for coming in second place. No one wins them all, but a company should NEVER lose an opportunity because your oral presentation team failed to articulate the proposal details, deliver it in a believable and cohesive manner and respond to Q&A with confidence.

With so many companies competing for so few project dollars these days, more and more organizations are turning to valuable outside resources to help them leverage every minute, every impression created in the short time you've been given to do your oral presentation.

Distinction becomes an objective set of eyes that helps you take a critical look at your process and brings you fresh approach to old RFP methodologies. We help you look beyond your own knothole in the fence to build a powerful oral presentation strategy that shapes three strategic messages based on your team strengths/weaknesses, the interviewer's concerns, issues & fears and finally, your competitor's strategy for taking the opportunity away from you. And as part of the coaching session, your onsite session leader will work with your team to deliver the presentation and respond to interviewer Q&A with greater confidence, clarity and believability.

Distinction can give you a very important edge in the RFP process.

Here's how Distinction's coaching team can prepare you for your *oral presentation response to an RFP*

- Review RFP documents to ensure compliance to oral checklist requirements.
- Help you identify your team's strengths & weaknesses for the oral presentation process.
- Provide an important look through the eyes of the RFP owner & key competitors.
- Create consensus on the three key messages that will help you win.
- Understand how to win influence by identifying interviewer history, 'styles' and their personal message filters.
- Utilize a powerful model for shaping a presentation that sets you apart from the crowd.
- Learn important influence principles related to inoculation, safe choices, recency/primacy & social proof.
- During practice sessions, hone confident and crisp delivery skills that build credibility for you and your company.
- Better perform under the pressure of Q&A. Anticipate and execute.
- Receive valuable presentation design assistance to help make your PowerPoint a powerfully persuasive tool

Here's what you receive:

- Comprehensive 2-day on-site facilitated planning process
- Communication style assessment tools
- ½ day delivery skills coaching workshop for your presenters
- Presentation design support for visual impact
- A roadmap for more effective future planning
- A powerful team building experience

For more information on how Distinction can help your proposal teams compete more effectively for major projects...

www.distinction-services.com/rfp.html



Distinction Communication, Inc.

Where story & storyteller drive ideas and information!

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