



CLIENT-FOCUSED SOLUTIONS

BUSINESS DEVELOPMENT SOLUTIONS
COMPETING TO WIN

edo | MIDAS



CONTENT

EDOMIDAS BUSINESS DEVELOPMENT SOLUTIONS

- Page 4 **CONSULTING TO WIN**
For those involved in the early stages of business development
- Page 5 **WRITING TO WIN**
For those involved in competitive tendering, responding to RFPs, etc.
- Page 6 **PRESENTING TO WIN**
For those involved in the formal pitch process – critical for panel selection
- Page 7 **NEGOTIATING TO WIN**
For those involved in contract negotiation (especially with procurement)

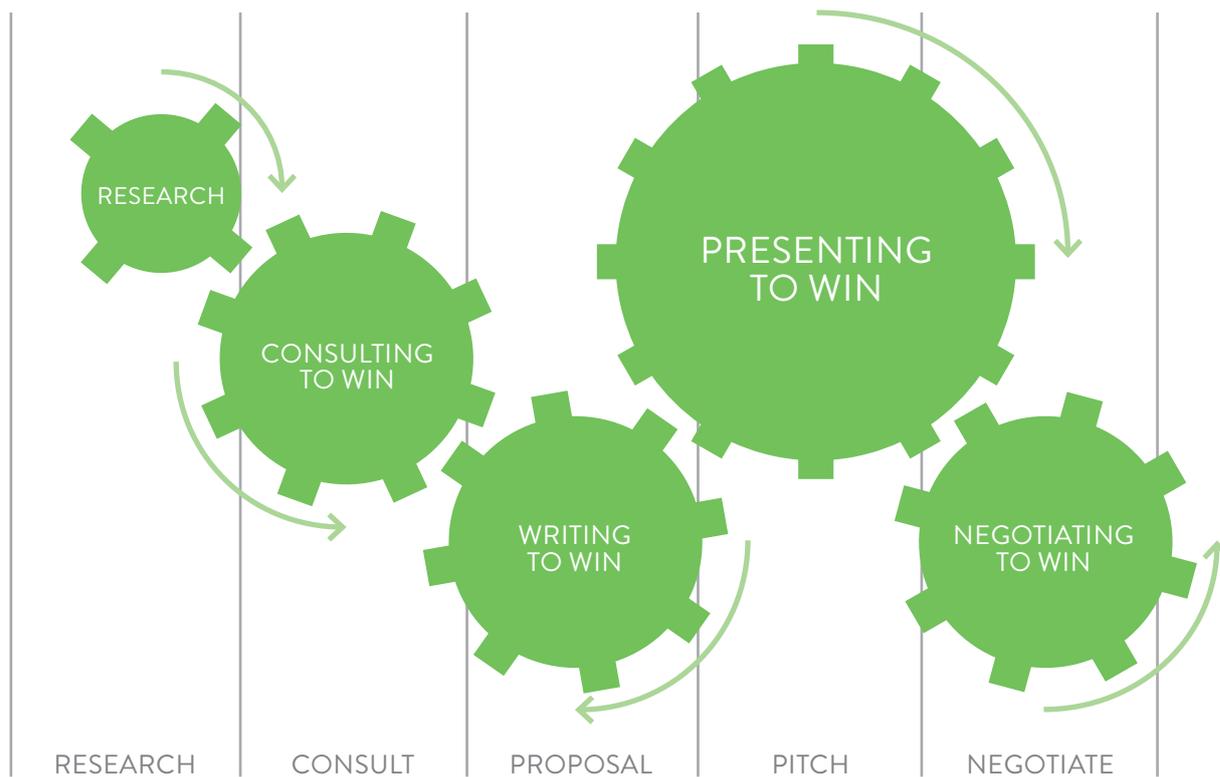
BASED ON SOUND RESEARCH

edoMidas business development solutions are based on research into highly successful business winning strategies. Following on from the highly successful and proven 'Presenting to Win' methodology, we have developed solutions to ensure you apply the correct strategy at each stage of the business development process.

PROVEN TO GET RESULTS

Our 'Competing to Win' suite is specifically designed for individuals and teams involved in high-value business development scenarios that are most likely to end up in a presentation to win the business. The programme will provide your people with the consultative skills required to diagnose your client needs accurately, write proposals that get read, and deliver pitches that achieve positive results.

WORKING TOGETHER LIKE CLOCKWORK



INTRODUCTION

BUSINESS DEVELOPMENT SKILLS

The edoMidas business development process enables your people to understand decision making from a client perspective. It is important to adopt a consultative approach and the correct strategy at each stage of the process.

CONSULTING TO WIN

WHAT ARE YOUR CLIENTS REALLY LOOKING FOR?



In order to develop and propose client-focused solutions, you need to be able to diagnose your client's business challenges and needs accurately.

What's needed is a consultative approach that allows you to identify your client's key challenges. Understanding these issues and demonstrating a sound understanding of your client's business early on will differentiate you from your competition as much as your product or service. However good your product or service, it will be seen as irrelevant unless you can uncover and develop the customer needs that it meets. Explicitly matching these will allow you to demonstrate a deep understanding of the value it will bring to your client.

This early part of the business development process will determine whether the client will proceed with you. It is often at this stage that you are required to present your credentials and capability to meet your client's future needs. This is best achieved by selectively matching key features of your products and services to the issues you have identified in your diagnosis. It is also best achieved through discussion rather than a formal presentation.

Remember that 'telling' is not 'selling'. This consultative approach will provide you with quality information in order to help you make informed decisions, write a highly relevant proposal and perfect pitch. It will also build your credibility, allow you to add value and, ultimately, become a trusted adviser.

The edoMidas 'Consulting to Win' programme will introduce you to a tried and tested methodology.

"I have gone from zero to 4.2 billion Rand of managed funds. All thanks goes to the edoMidas 'Presenting to Win' methodology. I recommend edoMidas to all, but perhaps not my competitors!"

ERIC FINAUGHTY
CEO, Rand-Asia Trade Finance

THIS PROGRAMME WILL HELP YOU:

- Apply a structured but flexible business development process
- Focus on your client challenges and needs
- Plan and execute successful client meetings
- Ask the right questions
- Match your capabilities to clients' needs accurately
- Ensure clients understand the value you bring
- Proceed to the next stage of the business development process



THE EDOMIDAS WRITING TO WIN PROGRAMME WILL HELP YOU:

- Tailor your proposals to meet audience requirements
- Structure your proposals effectively
- Write proposals that can be understood and believed
- Be clearer and more concise
- Cut out 'wordiness'
- Be easily remembered

WRITING TO WIN

PUTTING YOUR READER FIRST

If you write proposals or are involved in the business tender process in any way, don't leave it to chance. In order to win the business, you have to get to the pitch. Your proposal is a critical step in the process.

There is no point in having a superior proposition if this does not come across in your proposal. Many organisations fail to get past this part of the process. Their proposals fail to address client issues, are difficult to read and are often far too technical.

The edoMidas 'Writing to Win' programme will introduce you to a research-based method. This will ensure your proposals are read and understood.

"edoMidas have worked with us to create a compelling and engaging programme which helps our marketing and communications teams hone their writing skills. By tailoring the agenda to our business, the edoMidas trainers offer a supportive environment which maximises the relevance of the learning experience. Practical tips and personal coaching combine to offer a first-class experience for our delegates. Feedback is consistently positive and we are pleased to see attendees so keen to put their new skills into practice."

NEIL MASSIE
Head of Product Marketing
Fidelity Worldwide Investments

"Not only did we win. This is big! We were awarded a mandate yesterday following a presentation. We were clearly the underdogs in this situation, but we came out on top. I was told that we impressed the committee with our presentation."

KATHLEEN FRENCH
Director Institutional Sales
Standard Life Investments Canada



PRESENTING TO WIN

CRUNCH TIME

Audiences often judge the capability of an organisation or an individual based on a presentation. As a presenter, you only get one opportunity to make a great first impression. It's important to get it right.

When selecting the winners at beauty parades your audience finds it easier to identify reasons to eliminate rather than reasons to appoint. This means that you need to have a comprehensive approach that addresses a number of key considerations. When pitching to win business it is important that your pitch addresses your audience's issues, problems and challenges. It needs to be credible, concise and compelling.

The edoMidas 'Presenting to Win' programme will introduce a research based approach, proven to increase your success rate when pitching for business.

THIS PROGRAMME WILL HELP YOU:

- Increase your success rate when pitching to win business
- Understand your audience's buying criteria
- Apply an effective, persuasive, strategy (SAFE™)
- Sequence your reasons for your appointment to maximum effect
- Deliver a relevant, credible, compelling pitch
- Position yourself favourably against your competitors
- Present your messages with confidence
- Make your messages memorable
- Co-ordinate your team effectively
- Answer questions to the satisfaction of your audience



“Notably, since the edoMidas session we have secured the largest contract in our company’s history with a large blue chip client. Not only did we win, we negotiated really well under pressure. This win has created a huge confidence within the team to replicate this success time and time again.”

GEORGE CRAIG
Executive Director
Arthur McKay & Co. Ltd

NEGOTIATING TO WIN

SEAL THE DEAL

In today’s highly competitive market, buyers and buying processes are more rigorous than ever before. Recent economic conditions mean there is significantly more scrutiny on spend, with procurement’s strategy often focused on pitching competing suppliers against each other.

It’s easy to assume that it’s all about price. The reality is, if you fail to negotiate effectively, it will be. Skilled negotiators recognise that price is just one of many variables. They approach negotiations with a plan to reach a win/win agreement utilising all the negotiable conditions.

The edoMidas ‘Negotiating to Win-Win’ programme will develop the skills necessary to plan and execute a negotiation effectively.

THIS PROGRAMME WILL HELP YOU:

- Plan a negotiation effectively
- Enter the negotiation from a position of strength
- Structure a negotiation
- Understand when and how to trade your position
- Understand negotiation techniques and how to counter-measure
- Use appropriate language to gain a favourable outcome



We also offer 90-minute smartClasses.
You can find out more here:
<http://www.edomidas.com/solutions/smartclass>

www.edomidas.com
+44 (0)844 372 2737
enquiries@edomidas.com

Edinburgh Office, Stuart House, Eskmills, Musselburgh EH21 7PQ
London Office, 9 Devonshire Square, London EC2M 4YF

edo | MIDAS
