



# VIRTUAL TRAINING SOLUTIONS

Business development solutions, wherever you are in the world



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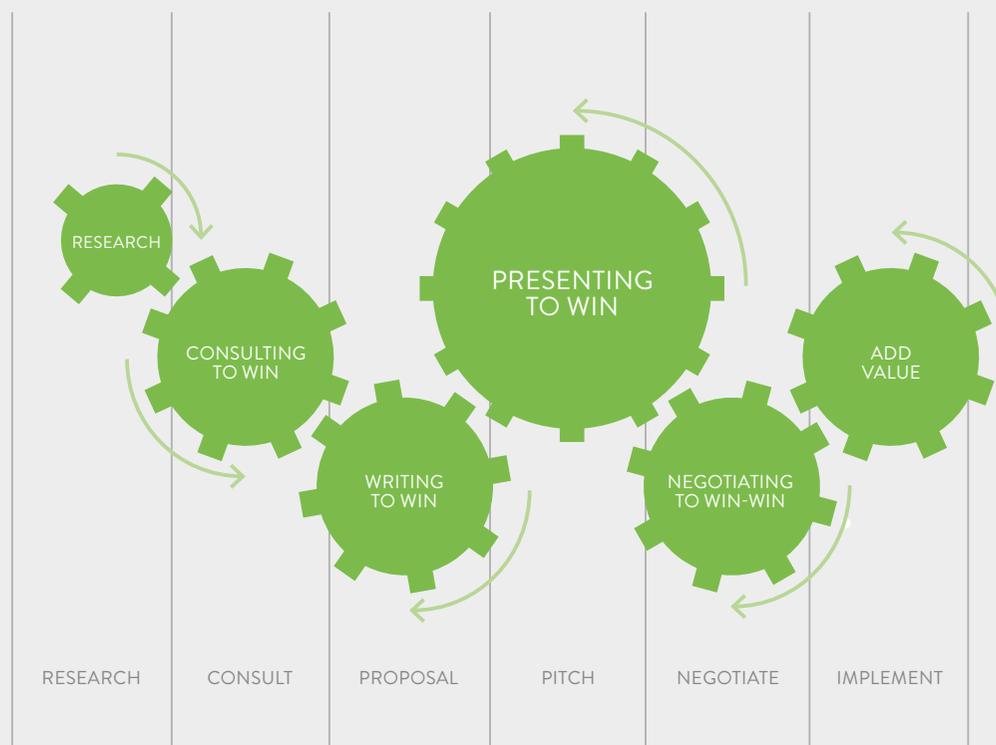


## edoMidas Business Development Process

Few disagree that COVID19 will negatively impact the economy and, for the foreseeable future, new opportunities are likely to be more difficult to come by. As clients become more cautious and cost cutting becomes the order of the day, everyone will be required to work harder at demonstrating value and maximising opportunities.

The edoMidas business development process is designed for individuals and teams involved in high-value business development scenarios. It enables you to understand decision-making uniquely from a client perspective and is based on robust research into the most effective strategies for winning business. Our offer is a tested approach that ensures your clients' needs are diagnosed accurately, written proposals have impact, the most credible pitches are delivered and deals are successfully negotiated.

### EDOMIDAS BUSINESS DEVELOPMENT SOLUTIONS



### PROGRAMME CONTENT

The four key development solutions are as follows:

#### 1. CONSULTING TO WIN

Consulting skills for those involved in early stages of business development.

#### 2. WRITING TO WIN

Effective writing skills for those involved in competitive tendering and responding to RFPs.

#### 3. PRESENTING TO WIN

Persuasive presentations for those involved in pitching.

#### 4. NEGOTIATING TO WIN-WIN

A comprehensive approach for those involved in contract negotiations.





## Consulting to win

In order to develop client-focused solutions, it's critical to diagnose your client's business challenges and needs accurately. However good your product or service is, it is likely to be seen as one of many options unless you can uncover and develop the needs that it meets. Explicitly matching your product with clients' needs will allow you to demonstrate a deep understanding of the value you bring, helping you differentiate yourself from the competition early on. This will also enable you to build trust and put you in a strong position to win the business.

### PROGRAMME CONTENT

#### CONSULTING TO WIN

*Half-day virtual workshop*

The focus will be on:

- *A proven process to run effective client meetings*
- *The 3-level questioning technique to diagnose challenges and needs accurately*
- *How to match the features of your verbal proposals to client needs*
- *How to shorten the process through advancements*



## Writing to win

It is important that any written proposal clearly demonstrates your superior proposition. A great deal of time and hard work is often invested into a proposal and yet, feedback along the lines of "too technical" or "it didn't quite hit the mark" is all too common. With a robust approach to writing a clear, engaging and client-focused proposal, you can save time and ensure your product and service stand out against the competition.

The 'Writing To Win' programme introduces you to a research-based process that will ensure your proposals get read, are understood, build trust with the reader and enable you to progress to the next stage.

### PROGRAMME CONTENT

#### WRITING TO WIN

*Half-day virtual workshop*

The focus will be on:

- *How to write directly for clients*
- *How to write with impact*
- *Writing in plain English using active language*
- *Sentence, paragraph and document structure*





## Presenting to win

As we move into this time of economic uncertainty, it's even more important to make the most of every pitching opportunity you come by. The 'Presenting To Win' methodology provides you with persuasive strategies and a methodology to package your content in a credible, relevant and engaging manner. Importantly, it also demonstrates how to anticipate questions, answer them effectively and organise your team's response during this critical part of the process.

Every client we have worked with has increased their success rate when pitching to win business. Many have won pitches when they perceived themselves to be rank outsiders.

### PROGRAMME CONTENT

#### PRESENTING TO WIN

The process:

- *90-minute virtual group session*
- *Delegates design a presentation with access to edoZONE (our online learning platform)*
- *One-to-one virtual practice sessions with feedback*

This virtual session focuses on:

- *A winning persuasive strategy (SAFE™)*
- *How to demonstrate a deep understanding of your audience requirements*
- *How to sequence your key messages (reasons for appointment) for maximum impact*
- *How to make your content credible, relevant and engaging*
- *How to anticipate and answer questions effectively*



## Negotiating to win-win

As we face a period of economic uncertainty there will inevitably be more scrutiny on spend. Under such circumstances many people assume that negotiating is all about price. In reality, price is just one of many variables to be negotiated and there is significant scope to reach mutually beneficial deals that go beyond the cost of your service or product. This programme will develop the skills necessary to recognise the relevant negotiable issues, plan and execute a negotiation effectively.

### PROGRAMME CONTENT

#### NEGOTIATING TO WIN-WIN

The half-day virtual workshop will focus on:

- *3 golden rules proven to make you a more effective negotiator*
- *How to plan and execute a negotiation effectively*
- *How to enter the negotiation from a position of strength*
- *The strengths and potential concerns of your negotiation style*
- *Win-Lose strategies (dirty tricks) and how to counter-measure*



## Client testimonials



### CONSULTING TO WIN

*"I have gone from zero to 4.2billion Rand of managed funds as well as establishing a joint venture with the world's No.2 bank – China Construction Corporation – and all in a short few years. All thanks to the edoMidas team."*

Eric Finaughty  
CEO  
**Rand-Asia Trade Finance**



### WRITING TO WIN

*"edoMidas have worked with us to create a compelling and engaging programme which helps our marketing and communications teams hone their writing skills. Practical tips and personal coaching combine to offer a first-class experience for our delegates."*

Neil Massie  
Head of Product Marketing  
**Fidelity Worldwide Investments**



### PRESENTING TO WIN

*"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,  
Montreal**



### NEGOTIATING TO WIN-WIN

*"Notably, since the edoMidas sessions 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."*

George Craig  
Executive Director  
**Arthur Mackay & Co. Ltd**

