

The top 12 techniques for winning Bid presentations

Winning Bid Presentations

Winning bid presentations are often the crucial factor in securing an RFP or tender. Therefore, thorough preparation is paramount. Here are 12 techniques employed by winning bid teams to stand out during this critical presentation phase.

We improve your presentation at every stage:

- A** Preparation
- B** Content of your presentation
- C** Slide deck
- D** Presentation skills



A Preparation

These are things that you can arrange even before you hear whether you can present.

- 1. Optimise your preparation process**

The period between being selected and the actual pitch day is often quite short, yet crafting a persuasive presentation takes time. To enhance your chances of success, it's advisable to kickstart your preparations even before receiving a confirmation of your selection. Begin as soon as you've submitted your proposal and easily extend your preparation period.

 - Allocate a minimum of two weeks for gathering and drafting the content.
 - Follow that with a week dedicated to designing the slide deck.
 - Lastly, allocate one to two weeks for regular rehearsals to ensure your presentation is flawless.
- 2. Familiarise yourself with the assessment committee**

Don't assume that the committee fully grasps your proposal, even if it has been explained clearly before. This is the moment to truly convince them. Each member of the committee listens through their unique perspective, bringing their own set of questions, concerns, and interests into play.

Immerse yourself in the roles, backgrounds, and challenges of your audience members. Persuade them by strategically addressing their specific pain points within your presentation.
- 3. Engage a presentation specialist in your bid team**

Your bid team may consist of experts capable of crafting a top-notch proposal and understanding the prospective client's business. However, do they have the skills required for effective and convincing presentations?

If you have doubts about your team's ability to comprehend how they make decisions or simply wish to leave nothing to chance, consider involving an experienced presentation specialist during the final push to win over your potential client.

B Crafting compelling presentation content

Before diving into your PowerPoint presentation, it's essential to plan your message carefully and structure it step by step.

- 4. Make sure to use a clear structure**

When your audience needs to form judgments, it's crucial to assist them in understanding what will be discussed and when. A well-defined structure prevents their attention from being consumed by wondering when 'their' topic will arise during your presentation.

Begin by presenting an 'agenda' at the start to outline what you'll cover and when you'll cover it. Reiterate this agenda as you proceed, and use visual aids to reinforce it. Moreover, ensure that your structure aligns with the initial request, making it as straightforward as possible for your audience.
- 5. Make your unique selling points (USPs) crystal clear**

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Avoid making your USPs lengthy, complex, or obscure. Your audience will compare you to others, so strive to ensure your USPs are easily etched into their minds. Express them succinctly, emphasize them distinctly, and create a contrast with what is widely known or common.

 - Engage your audience
 - Stimulate your audience's cognitive engagement by posing rhetorical questions or linking your points to universal values. For instance, you might say, "Doesn't everyone deserve a safe workplace?" to provoke thought and connect your message to a shared value.
- 6. Make solutions and features understandable**

In reality, customers are not overly interested in your solutions alone. Thus, it's crucial not to leave them guessing how these solutions benefit them. Clearly explain how your solution addresses their problems, alleviates pain points, and adds value to their specific needs.

C Creating an impactful presentation deck

A well-designed deck not only enhances your message but also bolsters your credibility.

- 7. Enhance your authority through strong design**

Steer clear of repetitive, uninspiring layouts with just titles and lengthy lists of text. Similar to dressing neatly, a well-crafted presentation reflects professionalism and establishes your authority. Additionally, introducing fresh and visually appealing elements on the screen periodically triggers the release of dopamine, helping to maintain your audience's attention.

Experiment with various layouts, explore your colour palette and break free from the constraints of standard templates. Ensure that you incorporate high-quality images.
- 8. Minimal text on slides is the key**

Avoid overwhelming your slides with excessive information. If it takes more than 3 seconds for your audience to comprehend what's on the screen, you risk losing their connection with your presentation, making it difficult for them to absorb your message.

 - Include only essential information and eliminate the less important details.
 - Distribute different concepts across multiple slides.
 - Whenever possible, use visuals over text. Images are not only processed faster by the brain, but they also engage different cognitive areas, enhancing comprehension.
- 9. Craft a separate handout**

Never distribute the same slide deck you used during your presentation as a handout afterwards. A presentation deck is meant to complement your spoken words and loses its value without the live speaker.

Instead, create a separate document specifically designed as a handout. This document should clearly present the core and most critical arguments, ensuring that even individuals who were not present can grasp the key points. Include visuals from your presentation along with sufficient explanatory text to make the document self-sufficient. If necessary, supplement it with references to additional background information.

D Mastering convincing presentation skills

In the realm of successful presentations, the speaker's role often outweighs that of the presentation's slides, yet substantial time is frequently dedicated to slide creation. Never underestimate the profound impact of effective presentation skills!

- 10. Choose the right speaker(s)**

Thoughtfully consider your choice of speakers and when to deploy them. The ideal presenter combines subject matter expertise (authority) with strong speaking skills. In practice, employing a variety of speakers can be advantageous. For example, a technical engineer can leverage their authority for technical explanations, while a skilled account manager can bring empathy to the forefront. However, be cautious, as this can disrupt the flow of your presentation.
- 11. Improve your skills through training**

Ensure you receive proper training in presentation delivery. It's a skill that not everyone possesses naturally. By being mindful of your delivery, including gestures, voice modulation, facial expressions, posture, pace, and well-timed pauses, you can exert greater influence on how you and your presentation are perceived by your audience. Consider using video feedback, record yourself, and review the footage both with and without sound. Seasoned professionals often seek guidance from experienced coaches through one-on-one sessions.
- 12. Rehearse thoroughly and aloud**

Winning a running race requires more than just contemplating it. Allocate time to practice your presentation out loud, from start to finish, on multiple occasions. Many speakers fall short of delivering impact because they leave rehearsal until the final days before the presentation. Through vocal practice, you not only refine your speaking skills but also identify areas where your words may stumble and where your presentation requires adjustments. These insights can only be gained through vocal rehearsal.

These insights and tips have been provided by:

Bento Presentations

Bento Presentations is a company dedicated to assisting individuals in creating and enhancing their business presentations. They offer support in writing, designing, and delivering persuasive presentations, aiming to equip their clients with the skills and confidence needed for effective presentations.

For questions about making out to bid presentation BentoProof, you can reach out to Bento Presentations at the contact information mentioned on the right.

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