

## Winning bid presentations are often the crucial

**Winning Bid Presentations** 

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:



Preparation



Slide deck



presentation

Content of your





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

## preparation process The period between being selected

**Optimise your** 

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

· Follow that with a week dedicated to designing the slide deck. Lastly, allocate one to two weeks

content.

- for regular rehearsals to ensure your presentation is flawless.

## 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

points within your presentation.

strategically addressing their specific pain

### specialist in your bid team Your bid team may consist of experts capable of crafting a top-notch proposal

**Engage a presentation** 

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.

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

Crafting compelling

Make sure to use a Make your unique selling Make solutions and features

clear structure When your audience needs to form judgments, it's crucial to assist them in

audience.

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

understanding what will be discussed

Make your unique selling points (USPs) crystal clear. 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

points (USPs) crystal clear

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 In reality, customers are not overly interested in your solutions alone. Thus, it's crucial not to leave them guessing

understandable

how these solutions benefit them. Clearly explain how your solution addresses their problems, alleviates pain points, and adds value to their specific needs.

## A well-designed deck not only enhances your message but also bolsters your credibility. **Enhance your authority** Minimal text on slides through strong design is the key

Creating an impactful

presentation deck

Avoid overwhelming your slides with Steer clear of repetitive, uninspiring Never distribute the same slide deck you excessive information. If it takes more used during your presentation as a layouts with just titles and lengthy lists than 3 seconds for your audience to handout afterwards. A presentation deck of text. Similar to dressing neatly, a

comprehend what's on the screen, you

### 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

well-crafted presentation reflects

templates. Ensure that you incorporate high-quality images.

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.

is meant to complement your spoken words and loses its value without the live speaker. Instead, create a separate document

#### 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

**Craft a separate** 

handout

document self-sufficient. If necessary, supplement it with references to additional background information.

specifically designed as a handout. This

document should clearly present the core

#### 10. Improve your skills through **Choose the right** speaker(s) training Thoughtfully consider your choice of Ensure you receive proper training in

Mastering convincing

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 not to overdo speaker changes, as this can disrupt the flow of your presentation.

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.

presentation skills Never underestimate the profound impact of effective presentation skills!

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 welltimed 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 quidance from

sessions.

experienced coaches through one-on-one

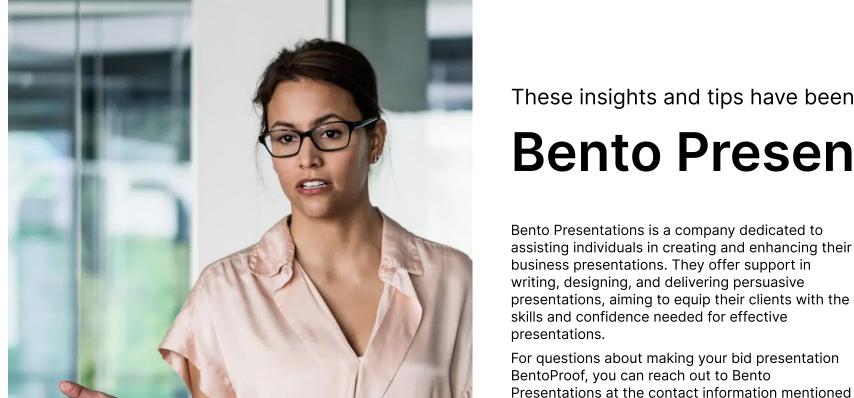
**12.** Rehearse thoroughly and aloud Winning a running race requires more than just contemplating it. Allocate time to practice your presentation out loud, from start to finish, on multiple occasions. Many speakers fall short of delivering impact because they leave rehearsal until the final days before 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**

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 your bid presentation BentoProof, you can reach out to Bento Presentations at the contact information mentioned

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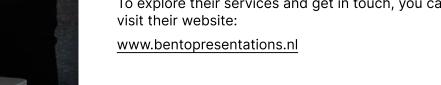
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