

Our 1-day Price to Win workshop will introduce your bid team to a transparent, predictable and repeatable approach to pricing bids according to your own competitive advantage. The workshop helps generate 'buy-in' from your bidding stakeholders and teaches the core principles needed to maximise bidding profitability.

## Learning Objectives

The workshop is a combination of theory and case study work, performed in groups. Participants will learn how to integrate Price to Win into the overall capture process. Our trainers are expert practitioners who can answer questions such as 'how to tailor the process for your company' and explain the most common pitfalls to navigate.

### How is a Price to Win calculated?

Participants will learn how to calculate a Price to Win with the following steps:

1. Participants will learn how to use customer hot buttons and customer buying trends to determine what value means to a specific customer in the context of a specific bid.
2. Participants will then assess different technical solutions that could fulfil the customers objectives.
3. Participants then understand what the competitors business case would look like, depending on the technical solution. They learn to judge the most probable combinations.
4. The Price to Win is then calculated by taking the strongest competitors most likely technical and price scores, and determining the price score your company needs to win depending on your own technical score.

### What should be included or excluded from Price to Win?

Price to Win can seem overwhelming; given the sheer volume of information that we would ideally consider in order to perform all the steps. Participants will learn how to locate and prioritise the data that has the largest impact on the accuracy of the Price to Win.

### How can our organisation get better at Price to Win?

Participants will quickly appreciate that Price to Win has a steep learning curve for both the producers of Price to Win analysis and its recipients. The workshop is open to all levels and backgrounds of bid professionals; including Analysts, Capture Leaders, Finance, Commercial and Directors. By working through the case study together, the team can learn to set and manage expectations as the organisation matures its approach to Price to Win and Competitive Intelligence.

Whilst participants will learn to prioritise and tailor their Price to Win approach, they will also learn what an 'perfect' Price to Win looks like and how to work towards achieving this.

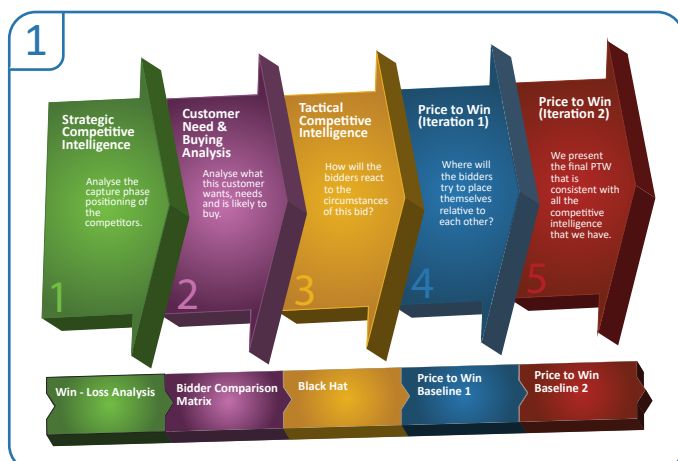


Figure 1: Price to Win Bid Process