

Win more business with Sant Methodology

On average, Sant customers improve win rates by 29%

Named one of the Top Ten Sales Trainers in the World by Selling Power Magazine, Dr. Tom Sant is a world-recognized expert in effective selling and persuasive communication. Tom is the author of Persuasive Business Proposals, The Giants of Sales, and The Language of Success.



At the "Bid to Win" workshop, learn the internationally recognized **bid management best practice techniques** in differentiating yourself and delivering a client-centered message, and build your **foundation for a compelling value proposition**.

Bid to Win Workshop

Dates in 2010:	Tuesday, 2 Feb Tuesday, 13 Apr Wednesday, 26 May	Tuesday, 3 Aug Tuesday, 5 Oct Tuesday, 7 Dec	Venue:	SAB Training Institute, 15 Candican Rd, Kyalami Johannesburg
Duration:	One day: 08h00 to 16h30 Registration: 07h30		RSVP:	events@nfold.com

- ? Clients' expectations of proposals have changed... have you adapted your proposals to meet these changes?
- ? What are the steps to writing winning proposals?
- ? Do your proposals close deals?
- ? Does your tender process work?
- ? Does your value proposition differentiate you from the competition?
- ? Do you know the answers to the 7 questions that will ensure your proposal provides a client-centered solution?
- ? Are you hiding behind your products and services as opposed to focusing on the client's needs?
- ? Are you forcing your potential client into price war negotiations?

Learn how to get your bids noticed.... For the right reasons

Proposals that don't clearly establish relevance, value and significant impact on client operations get discarded. Attendees will receive customised instruction and hands-on practice. In this workshop, participants learn new habits and skills that will enable them to write winning bids more quickly and easily and also learn to identify what questions to ask and how to decide whether or not to bid...

Topics include:

- ✓ Bid Process & Skills Needed - *Sant best practice process, team make-up*
- ✓ Gap Analysis - *What skills you lack, what steps are missing, what you need to do about it.*
- ✓ Writing to Win - *Tips and techniques for writing persuasive executive summaries, strong titles and answers.*
- ✓ Strong Titles & Good Answers - *Brainstorm catchy titles for your own services.*
- ✓ Executive Summary - *Write an executive summary for your own products and services using the persuasive structure.*
- ✓ Feedback to Improve - *Your instructor and you peers will help you to improve your work*
- ✓ Speeding up the Process - *nFold will show you how you can produce persuasive results faster.*

As exclusive distributors for **Sant Corporation**, nFold represents the bid best practices promoted by Tom Sant. nFold have a proven track record in sales effectiveness solutions since 2001. As advocates of the local proposal professional community, we are ideally poised to create an outsourced bid centre. We are co-founding the local chapter of the Association for Proposal Management Professionals (www.apmp.org) and run a series of specialist training interventions. In 2006 and 2007, nFold qualified as a Technology Top 100 company. In 2006, we were also selected as a finalist for "The Most Innovative Company" by Forge Ahead.

nFold



Your trainer, Sandy Pullinger is the MD of nFold. She is the first chairperson of the local chapter of APMP (Association for Proposal Management Professionals) has been writing proposals since 1992 and consulting in the field since 2001. Sandy addressed the 2009 international conference of the APMP, where she met Tom Sant. She regularly writes proposal tips for nFold's newsletter and articles published in SalesGuru, the most widely read local sales magazine. She has been finalist in both the Technology Women in Business and Top ICT Businesswoman of Africa. For a full biography read www.nfold.com/Biography.pdf

Seats are limited... BOOK NOW TO LEARN HOW TO BID TO WIN

Specials:

- ✓ Group bookings of more than 5 from one organization will receive a free Tom Sant book per team.
- ✓ 10% Early Bird discount applicable to bookings made and paid for at least a month prior to the event.
- ✓ 10% discount given to Association for Proposal Management Professionals (APMP) members.



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www.nfold.com
www.santcorp.com
www.apmp.org

Finalist: Top ICT Businesswoman of Africa
Qualifier: 2006, 2007 & 2008 Top Technology 100 Company
Finalist: 2006 Most Innovative ICT Company

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nFold Workshop

Booking Form

Course Type	Bid to Win Workshop	Modules	n/a
Course Duration	1 full day	Cost	R1,960 + R274.40 VAT = R2,234.40 per delegate per day
Date		Venue	SAB Training Institute, 15 Candican Road, Kyalami
Trainer	Sandy Pullinger, nFold (Pty) Ltd	RSVP	RSVP and payment at least 1 week prior to event Email: events@nfold.com Fax: 011 486 0335

Booking Details

Full Name (to appear on invoice)			
Designation			
Company Name (to appear on invoice)			
Company VAT Number			
Order Number (optional)			
Postal Address			
Email Address			
Phone Number			
Cell Number			
Delegate/s Details	Name (to appear on certificate)	Job Title	Email Address
Delegate 1			
Delegate 2			
Delegate 3			
Delegate 4			
Delegate 5			

Order

No. of delegates	R Price per delegate	R Subtotal	R VAT	R Total
	R1,960.00			

Bank Details:

nFold (Pty) Ltd, First National Bank, Craighall Branch (255805) Current Account 62032649090

Terms and Conditions:

- Payment secures booking.
- Cancellations must be made in writing.
- Non-arrivals and cancellations made less than 48 hours prior to the event will not be refunded. However substitutes are acceptable, please provide details in writing.
- Trainer may change.
- nFold reserves the right to cancel or postpone this event. Payments will be refunded if it becomes necessary to cancel.
- Course fee includes lunch and refreshments. Special dietary requirements to be advised in writing to nFold at least 48 hours prior to course.
- An attendance certificate will be provided at the end of the day on completion of the workshop.
- If you have not received confirmation of your booking before the event, please contact us to ensure that your booking has been registered.



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