

# Quote to Win

Pitching for business whether it's for a quote, proposal or tender, takes time and money.

This workshop takes participants through the steps to understanding how to assess opportunities and what is needed to provide the confidence and credibility that the job can be done.

The workshop addresses the following key issues:

- Identifying and assessing opportunities
- Understanding customer requirements
- Selling value (benefits), not price
- Being known for something unique
- Developing documentation to support your quote/proposal/tender
- Converting the quote/proposal/tender
- Case studies

Kerrie Akkermans has been consulting and training in marketing, sales and customer relationship management for the last fifteen years. She provides innovative, practical, low cost strategies that she knows will work as she has owned a retail business herself for many years.

At the conclusion of the workshop the participants will be able to pre qualify customers, understand what is required to win profitable business and how to manage the follow up process effectively. A workbook, template documentation and a checklist will be provided to enable participants to easily and quickly implement the concepts.

Lunch, morning and afternoon tea included.  
Online bookings [www.bec.org.au](http://www.bec.org.au)

<b>Date:</b>	Tuesday 22 June 2010	<b>Venue:</b>	Inner West BEC Training Room
<b>Time:</b>	9.30am - 4.30pm		Adelaide University Research Park
<b>Cost:</b>	\$35.00		30 - 32 Stirling Street
<b>RSVP:</b>	Friday 18 June 2010		Thebarton

## QUOTE TO WIN REGISTRATION FORM

**This section will also act as a tax invoice when forwarding a payment**  
**ABN: 58 886 026 448**

**Please send your payment along with the completed form below to**  
**PO Box 160, Torrensville Plaza, 5031 or fax to 8159 8711**  
**For online bookings go to [www.bec.org.au](http://www.bec.org.au)**

Name/s: .....

Business Name: .....

Postal Address: .....

Phone: ..... Fax: ..... Email: .....

No. Attending: ..... Total: \$..... Cheque VISA MasterCard Amex (please circle)

Card No: ..... Expiry Date: .....

Card Holder's Name: ..... Signature: .....



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