



Winning Whales with an RFP “How to Master the RFP/RFQ Whale Hunt Process”

A One-Day Workshop

Presented by Dr. Barbara Weaver Smith
President, Smith Weaver Smith Inc. and
Founder, The Whale Hunters®

Indianapolis, Indiana

Tuesday, November 18, 2008

8:30 a.m. – 4:00 p.m.

The Program

The national average for closing an RFP deal is 3%. 72% of Fortune 1000 companies have already selected their vendor when they send out the RFP. The odds are heavily stacked against you while the cost of an RFP hunt is high—nevertheless, in many industries the primary way to do business is through the RFP process. *Winning Whales with an RFP* teaches you a rigorous whale-hunting process to increase your chances of capturing big new deals by responding to a Request for Proposals or Request for Qualifications. Whales that select suppliers through an RFP require unique strategies and special tactics if you are going to be successful in hunting them. This workshop takes you step-by-step through the RFP whale hunt.

This hands-on workshop provides activities, tools, and examples with immediate application to your business. It addresses the tactics of developing a winning RFP as well as the strategy to decide which ones to pursue. Register online at <http://www.acteva.com/booking.cfm?bevaid=169278>.

Presenter



Dr. Barbara Weaver Smith earned her Ph.D. in rhetoric—the art of persuasion. She has applied her training and talent for the past twelve years to win new business for her own companies and her clients through collaborative program development and compelling RFP/RFQ responses and grant requests in a wide range of industries applying for contracts with state and federal government, corporations, and foundations. With more than \$50 million in direct awards to her credit, she has positioned clients to acquire more than \$1.5 billion in new business in areas as diverse as landing gear manufacturing, marketing, logistics, science and engineering research, education, and professional services. Barbara coaches teams in RFP strategy, story, and structure as well as providing expert review, editing, and/or writing of RFP documents. Project management services for RFP responses are available.

Who Should Attend Bring a team—two or more! All activities are collaborative and will be most beneficial when you attend with a colleague. Business owners, CEOs, CFOs, Sales Managers, Large Account Salespeople, Subject Matter Experts (SMEs) and others who are responsible for selecting and responding to RFP/RFQ Opportunities. The Workshop is appropriate for corporate, education, and nonprofit participants.



What You Will Learn

- How to read the RFP
- The key elements of your company's target filter
- A powerful method to qualify or reject the opportunity
- A repeatable plan to define your whale hunt strategy
- Step-by-step instructions to create the theme and the story of your RFP
- Tips on manipulating the RFP structure to reinforce your story
- How to manage the hunt process with your cross-functional team
- The "dirty dozen" RFP practices that predict you will lose
- How—and when—to bend or break the RFP rules and which ones are breakable

Materials

Your registration fee includes:

- A program workbook
- A copy of *Whale Hunting: How to Land Big Sales and Transform Your Company* by Tom Searcy and Dr. Barbara Weaver Smith. John Wiley & Sons, Inc. January 2008.

Location

Workshops will be held at the Keystone Crossing Office Park, located at I-465 and Keystone Avenue intersection on the north side of Indianapolis, in our facility The Strategy Studio® 9100 Keystone Crossing, Suite 100. There is ample free parking surrounding the building. Three hotels are located within the Keystone Crossing office park and Fashion Mall, including the Marriott North, a short two blocks away. For more information of the site visit <http://www.indystrategystudio.com>

Workshop Fee

Workshop Fee is \$499 per person. Your fee includes continental breakfast, beverages and snacks throughout the day, lunch, and all materials as described above. Continental breakfast available at 8:00 a.m.; session begins at 8:30.

[REGISTER HERE](#)

Visit us online www.thewhalehunters.com

Or call Kaydi Warlick at The Whale Hunters, 317-815-1170, for more information.