

Professional Risks

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Dear Ian

Presentation Training and Coaching

I am writing to thank you for the excellent service you and your team provided in relation to a recent new business opportunity.

As you may recall, I had an earlier opportunity at Aon to work with your team in connection with a successful tender. I found the experience of great benefit and given my team has recently been through a substantial restructure, sought your assistance to help us develop our strategic marketing and selling capabilities. We were also facing a number of new tender opportunities (and threats!).

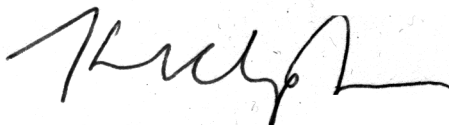
We engaged you to provide us with a "Bid Winning Programme", which involved a win strategy workshop (enabling us to define our opportunity and create a compelling win strategy), a critique of our written response to the invitation to tender, a bid-winning workshop (ensuring our presentation identified the right messages) and a bid dress rehearsal centred around persuasive presentation skills.

My colleagues and I found the process enormously beneficial and in particular the bid-winning workshop and bid dress rehearsal for the reason that it equipped us with practical tools with which to develop our presentation technique, style, identifying our strengths and weaknesses. The workshops also allowed us to work closely together as a team, strengthening individual relationships which assisted in our delivery at the actual presentation. Personally I also found the win strategy workshop useful as it helped us analyze our clients and prospects from a new and more meaningful perspective.

To conclude I would not hesitate to recommend your team to those involved in strategic selling, marketing and new business initiatives and would be happy for you to forward my details as a referee to any prospective clients.

Kind regards.

Yours sincerely



Kent Chaplin
Director
Aon Professional Risks

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