



## COURSE SYLLABUS

# RFx Response Mastery

**The Art of Leveraging the Complex RFx to Win More Lucrative Deals, Faster and with Far Less Effort**

The RFx Response Mastery eLearning program helps account executives master complex purchasing processes to win higher-valued deals with their ideal clients by providing tips, techniques, and strategies. It addresses the reasons for losing an award and provides advice from procurement professionals to increase their chances of winning awards and growing their businesses.

The following guide will provide you with all the necessary information about this program offered by SIG University.



## About SIG University

SIG University was founded on the ideals of elevating sourcing and risk professionals to deliver strategic value to the corporation. It is an inclusive, internationally recognized university with a mission of advancing the sourcing and risk management industries and transforming careers.

SIG University was created at the request of SIG members, who saw an educational training gap for today's workforce. It uses an adult learning model to transfer the knowledge and skills to its students. The learning model is focused on the self-directed learner, who has the basic knowledge and skills of the material, is motivated, has good time management skills, and has the ability to self-evaluate.

The SIG University learning model is supported by a practitioner faculty who currently hold senior leadership positions in sourcing and risk management, allowing them to guide students to a better learning outcome.

## Classroom Format

This program is offered online in a self-paced model, allowing for ultimate flexibility for you or your organization's needs.

Our state of the art learning management system can be accessed from any device and saves the student's progress from where they left off. This allows students to balance their busy schedules and pause, replay, or pick back up when is most convenient for them.

In this delivery model, there are no quiz assessments, required discussion with faculty, nor essay requirements.

\*For this program, students must complete all graduation requirements within 6 months of starting. Graduation requirements include completing all lessons and reviewing all supplemental resources.

## RFx Response Mastery: The Art of Leveraging the Complex RFx to Win More Lucrative Deals, Faster, and with Far Less Effort

The RFx Response Mastery eLearning program is designed to help account executives master long and convoluted purchasing processes to win higher-valued deals with their ideal clients.

One legitimate question that arises after receiving a request for proposal is whether the RFx opportunity is a good fit for the organization. When the answer is yes, and they spend the effort to submit a response but end up not being selected, the next most common question is why they didn't win the business.

This training series addresses why a company may lose an award, many reasons of which may come as a surprise, and provides advice from long-time procurement professionals on how to master the purchasing process. RFx Response Mastery provides account executives with tips, techniques, and strategies to position their companies better to win more worthwhile deals faster and more efficiently. Companies will then be better equipped to increase their chances of winning awards and ultimately growing their businesses.

**This program benefits those who regularly respond to Requests for Proposals (RFPs) for complex Statements of Work (SOWs) or technical specifications.**

### What is a “RFx” in Procurement?

**RFx stands for Request for (x) and is a term to describe any formal request from organizations looking to purchase goods or services.** It encompasses Requests for Quote (RFQ), Proposal (RFP), Information (RFI), Solution (RFS), and others. Procurement professionals use these documents to obtain standardized information from suppliers they potentially want to do business with in order to compare better pricing, terms, and other factors in a consistent format. The purpose, in general, is to **facilitate more favorable deals, increase savings, and streamline strategic sourcing and procurement processes.**

For the suppliers responding to these RFxs, this process, often necessary for more complex deals, can be cumbersome, long, convoluted, and time-consuming. Often, account executives and sales professionals are not selected or even short-listed without knowing what caused them to be eliminated. The rewards of going through this complicated process can be very profitable when you better understand what procurement is looking for and how to best approach putting together a winning response.

### Who should take this course?

RFx Response Mastery is for sales and sell-side professionals selling into procurement. This course aims to assist companies that are responding to RFx events where the buying company is purchasing a complex solution (such as outsourcing agreements in technology, facilities management, etc.)

This course will provide account and sales executives with tips, tricks, and guidance to better respond to complex RFx events. By considering the goals of procurement professionals, as well as “shadow approvers,” your company will be better positioned to win more lucrative deals.

### What will I learn in this course?

Upon completing this program, account executives will have strong skills to **strategically position their organization for winning remunerative awards**.

The program provides executives with essential competencies, such as how to...

- ◆ gauge the buyer’s intent to purchase
- ◆ expertly position proposals for gate reviews
- ◆ identify gaps, flaws, and hidden assumptions to mitigate risk effectively
- ◆ make meaningful redlines to the buyer’s pro forma contract
- ◆ communicate value strategically
- ◆ manage customer unresponsiveness
- ◆ gain the ability to control what their company is measured on
- ◆ ensure that their organization’s strengths are highlighted in the evaluation process

## How is this course structured?



RFx Response Mastery is a self-paced eLearning course of **7 modules with about 6 hours of content**.



Each module is comprised of several detailed **video lectures of 4 to 15 minutes in length** that walk through the best practices for positioning your company to win complex deals. The faculty consists of experienced procurement and negotiation professionals who share their expertise throughout and guide you toward proposal excellence.



There are also several additional **video resources to give you a deep dive** into some topics as well as job aids designed to provide practical insights to complement the guidance from the videos.

## What can I expect after completing the course?

In addition to the knowledge, skills, and tools gained, those who have completed the RFx course have loved the learning experience provided, and they are able to **apply what they learned immediately**. All graduates of the RFx Response Mastery course are issued a digital badge and a certificate of completion to include on their CVs and LinkedIn profile.

Graduates of the RFx course are invited to join the SIG University Alumni and Faculty private LinkedIn group to stay connected with peers and faculty.



## Who are the Subject Matter Experts?



### **Jeanette Nyden**

#### **Contract Negotiations Expert**

Helping non-lawyers negotiate complex contracts with nuance, accuracy and confidence to reach agreements that are fair, balanced and risk-free. With more than 20 years of experience drafting and negotiating a variety of agreements, author, educator, and business consultant, Jeanette works with both buy-side and sell-side organizations enhance their skills at drafting, negotiating and managing complex contracts.

Since 2003, she worked with companies as small as 60 million in revenue, as large as Fortune 500 powerhouses, and state governments. Jeanette is currently licensed to practice law in Washington state. Jeanette is a recognized, international expert in the contracting field having authored and/or co-authored a number of white papers, articles, and four books including: The Contract Professional's Playbook: The Definitive Guide to Maximizing Value through Mastery of Performance- and Outcome-Based Contracts; Getting to We: Negotiating Agreement's for Highly Collaborative Relationships, authored Negotiation Rules! A Practical Approach to Big Deal Negotiations and The Vested Outsourcing Manual: A Guide for Creating Successful Business and Outsourcing Relationships. Notable white papers include Unpacking Collaborative Theory. and Unpacking Pricing Models.



### **Lawrence Kane**

#### **Head of Procurement**

Over the last two decades, he has saved his employers more than \$2.9B by architecting sourcing strategies, designing full sourcing lifecycle management processes and tools, developing future leaders, conducting procurements, negotiating with suppliers, and benchmarking resultant contracts.



### **Audrey Cushing**

#### **Director of Operations and Quality**

Audrey has extensive experience designing, negotiating, implementing, and managing high-value, complex onshore and offshore outsourcing projects, including technology-enable initiatives. She specializes in driving value for organizations through creating strategic governance structures, collaborative outsourcing relationships, and performance-based contracts. Audrey has extensive experience in the healthcare industry on both the provider and the buyer sides.

# Course Outline

The program is structured as weekly learning paths with e-learning modules. Below is a listing of the modules of the program and what topics they cover.

Each module includes:

- ◆ Engaging video lectures
- ◆ Compelling slides and visual aides
- ◆ And thought-provoking supplemental readings

## Module 1 : Maximize a Good Opportunity For Your Company

In this module we will discuss how to maximize the RFX opportunity to ensure that the opportunity will be a good fit for your solution and/or organization.

We will provide guidance from the procurement perspective to:

- ◆ Distinguish between a legitimate opportunity vs. a “pricing exercise”
- ◆ Gauge the buyer’s intentions
- ◆ Better position your company for a long-term relationship

## Module 2: Look For Clues in the RFX to Help Win The Award

In this module we suggest clues to look for in the RFX documentation to help bidder’s win the award.

We will provide guidance from the procurement perspective to:

- ◆ Leverage the background documents
- ◆ Intuit the buyer’s seat the the executive table by understanding the type of RFX is issued
- ◆ Understanding your procurement’s role in procurement
- ◆ Be aware of shadow approvers (those working behind the scenes)
- ◆ Better position your proposal for the gate review process

### Module 3: Keys To Improve Win Rates

In this module we will demonstrate the importance of how buying organizations evaluate your proposal based how well you explicitly state in your proposal that you are meeting the customers unmet business need.

We will provide guidance from the procurement perspective to:

- ♦ Help your meet vague or poorly written SOW or Tech Specifications
- ♦ Identify gaps or flaws in the SOW or technical specification
- ♦ Leveraging all communication for clarity of expectations
- ♦ Tie your response to the evaluation process

### Module 4: Win The T&C's Scoring Game

In this module we will demonstrate the importance of how buying organizations evaluate your proposal based how your organization redlines the customer's standard contract.

We will provide guidance from the procurement perspective to:

- ♦ Help your make meaningful redline objections
- ♦ Diplomatically remove unnecessary/adversarial terms
- ♦ Identify terms that may impact your organization's overall performance
- ♦ Better position your company to move closer to supplier selection

### Module 5: Convey Real Value in Your Bid Repsonse

Describe how to establish a competitive advantage through a demonstration of value.

We will provide guidance from the procurement perspective to:

- ♦ Establish a competitive advantage through value
- ♦ Speak to the 4 most common types of value
- ♦ Explain the costs of commercial and technical risks
- ♦ Intuit what the customer values
- ♦ Conveying value to all audiences

## Module 6: Spot and Mitigate Hidden Supplier Risks in Your Bid Proposal

Emphasize the value of suppliers putting focused effort to spot and mitigate supplier-related risks in the RFx.

We will provide guidance from the procurement perspective to:

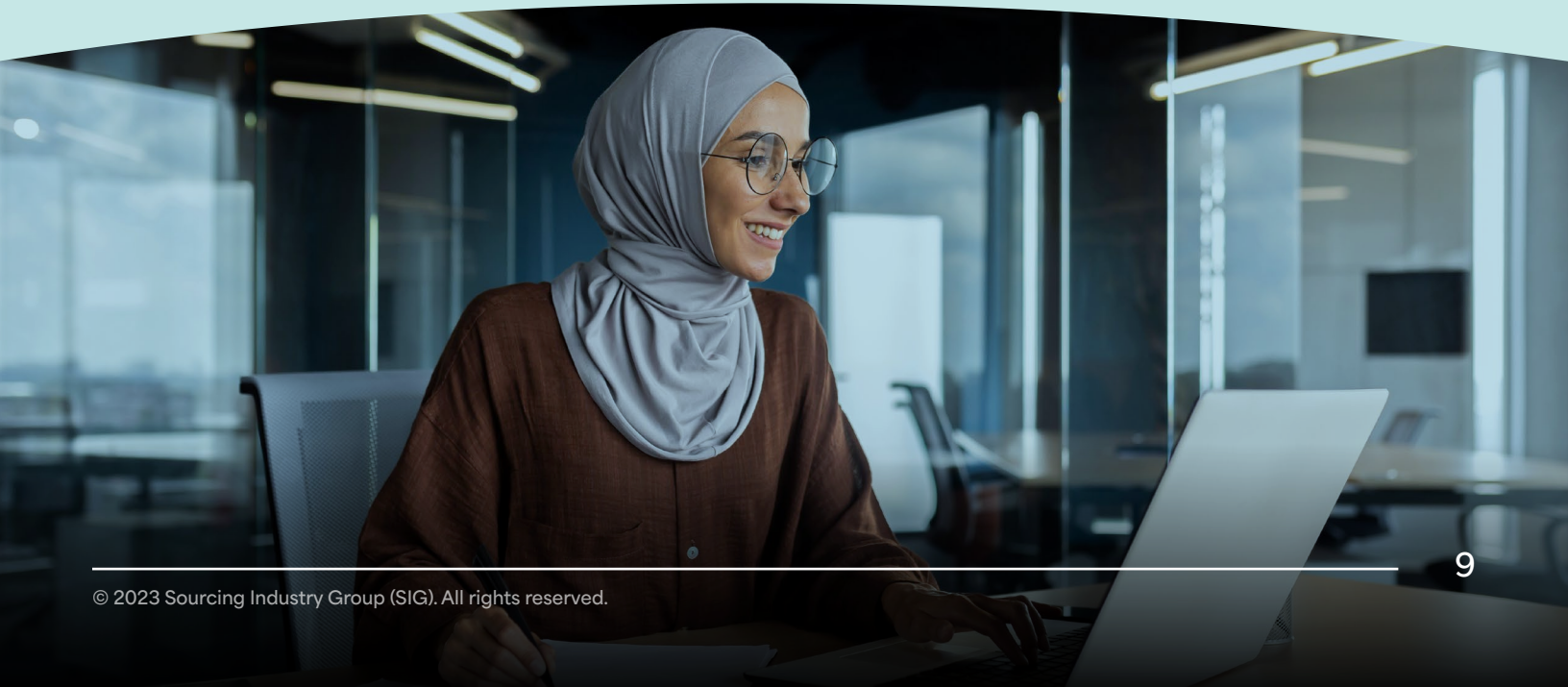
- ♦ Understanding risk in the pre-award phase of the contract life cycle
- ♦ Avoiding 2 common risky scenarios
- ♦ Controlling what suppliers are measured on
- ♦ Preparing the customer for change management
- ♦ Managing expectations about contingent awards
- ♦ Balancing the risk and reward in the deal

## Module 7: Reinforce Your Path to Victory by Staying Within The Supplier Code of Conduct

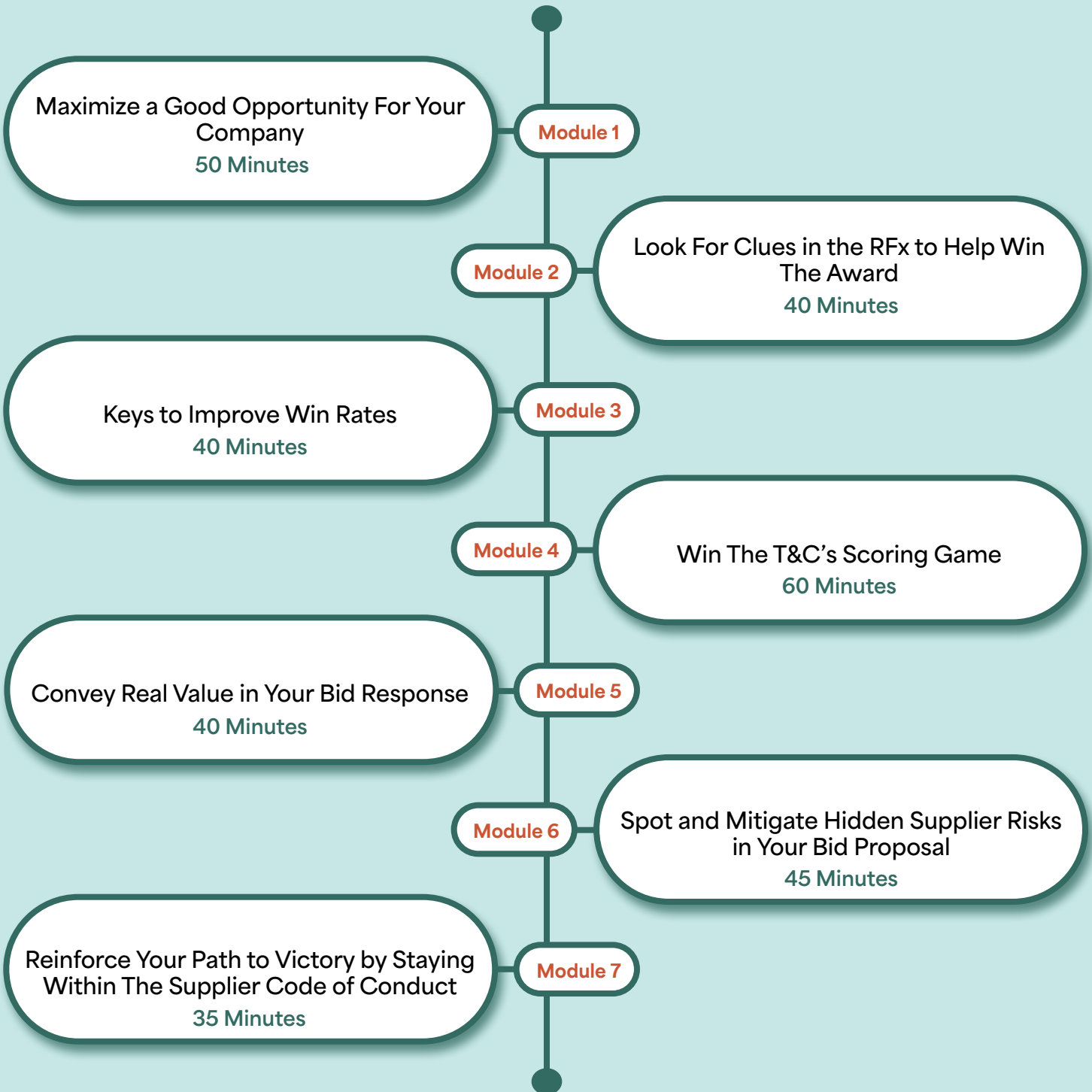
Discuss situations that involve questionable bidder behavior that could lose your company the award, and how to avoid it.

We will provide guidance from the procurement perspective to:

- ♦ Warning against types of common sales behavior that is actually ethically questionable
- ♦ Encouraging your organization to work within the Supplier Code of Conduct
- ♦ Managing customer unresponsiveness
- ♦ Acting with integrity to win that lucrative award



## What is the learning journey?



## How can the RFx Response Mastery program benefit your organization?

What would it mean to you personally and to your organization if you could move from winning just a handful of competitive RFxs to winning 9 out of 10? Well, one company did just that using the tips and guidance in this eLearning program.

So, how do victorious sales organizations do it? They understand HOW to and WHY to work with sourcing. We will explain “the HOW” to work with sourcing and “the WHY” to work with sourcing. We provide you with the insider’s perspective to help you successfully navigate the psychology and science of the supplier selection process. We will also teach you to avoid missteps and mistakes that diminish RFX success.

**We created a program that, in a few short hours, will better position your company to navigate the long, convoluted procurement process and win more lucrative deals faster and with far less effort!**

## What our graduates have to say about the program:

“I’m thrilled to share that I have completed the RFx Mastery course from SIG University, and I can confidently say that it has **deepened my understanding of what sourcing professionals look for throughout the RFx process - on both the buy side and the sell side.** The course included insightful real-world discussions with industry experts, which I found immensely helpful. I took copious notes and am excited to take back what I learned, and apply it within my role. Once again, SIG University has delivered an amazing program that has upskilled our industry. Thank you, SIG University!”

“I have worked in sales for a long time, and recently made the jump to selling within the procurement space. I admit this transition was difficult at first, as I truly did not understand the complexity of the purchasing process for many procurement professionals. **The RFx Mastery program shone a light on what procurement professionals are looking for in their RFP and has drastically reduced my sales cycle.** I recommend this program to anyone who wants to elevate their strategy, and close deals faster!”

## What are the enrollment fees?

Non-SIG Member Price: **\$2,495**

SIG Member Price: **\$1,995**

## What are my next steps?

Enroll today at:

<https://sig.org/sig-university/rfx-response-mastery>

View our other courses and certifications and learn more about SIG U at:

<https://sig.org/sig-university>

