

Business Development Pricing and Proposal Strategy Training Course

13 – 17 September 2027
Amsterdam

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Overview

Business Development Pricing and Proposal Strategy Training Course is a one-week practitioner-to-advanced course for commercial professionals who leave with a Pricing and Proposal Decision Pack. Participants connect client value analysis, value-based pricing, proposal financial modeling, profitability scenario analysis, proposal architecture, executive value communication, approval governance, and a performance dashboard. Case-led work makes assumptions, prices, and proposal choices traceable. Agile Leaders Training Center develops business development pricing and proposal capability.

Who Should Attend

- Teams responsible for business development opportunities and commercial growth
- Functions responsible for bids, proposals, and executive submissions
- Commercial finance teams responsible for pricing, margins, and scenario analysis
- Account teams responsible for client value and opportunity strategy
- Governance teams responsible for proposal approvals and performance review

The course assumes participants already contribute to commercial opportunities or proposals and leaves out introductory accounting, country-specific procurement law, and general business writing.

Departments and Industries

The course supports departments and industries where pricing and proposals shape opportunity selection, profitability, and client decisions.

- Business development, sales operations, and key account functions
- Proposal, bid, capture, and commercial management teams
- Finance, pricing, planning, and performance functions
- Technology, engineering, and professional-services organizations
- Healthcare, manufacturing, and logistics enterprises

Learning Objectives

By the end of this course, participants will be able to:

- Analyze client value drivers and competitive pricing context.
- Build transparent proposal financial models and assumption logs.
- Evaluate margin, cash flow, sensitivity, and risk scenarios.
- Apply proposal architecture and value-proposition methods.
- Use approval controls and performance indicators.
- Build an integrated pricing and proposal decision pack.

Course Agenda

Day 1: Frame Opportunity Value

- Client Value Driver and Decision-Criteria Map
- Opportunity Strategy and Win-Theme Canvas
- Competitor Offer and Positioning Comparison Grid
- Value Proposition and Proof-Point Builder
- Pricing Objective and Commercial Constraint Register

Day 2: Build the Pricing Model

- Cost Driver and Pricing Assumption Log
- Bottom-Up Revenue, Cost, and Margin Model
- Value-Based, Cost-Based, and Competitive Pricing Decision Matrix
- Price-to-Win Range and Boundary Analysis
- Pricing Approval and Exception-Control Workflow

Day 3: Test Proposal Economics

- Profitability, Cash Flow, and Breakeven Scenario Sheet
- Sensitivity Analysis and Switching-Value Table
- Risk Premium and Contingency Pricing Register
- Payment Mechanism and Commercial-Term Impact Map
- Proposal Economics Review and Decision Gate

Day 4: Structure the Proposal

- Customer Requirement and Evaluation-Criteria Compliance Matrix
- Proposal Architecture and Content Responsibility Plan
- Executive Summary and Value Narrative Framework
- Technical, Commercial, and Financial Alignment Checklist
- Pricing and Proposal Performance Dashboard

Day 5: Practice Pricing and Proposals

- Suggested Exercise: Diagnose Client Value and Win Themes
- Suggested Exercise: Build and Stress-Test a Proposal Pricing Model
- Suggested Exercise: Draft an Executive Value Narrative
- Suggested Exercise: Review Approval Controls and Dashboard Signals
- Capstone Exercise: Present the Pricing and Proposal Decision Pack

Practical Exercises

The course uses suggested activities to connect opportunity evidence, financial assumptions, pricing choices, proposal content, and governance decisions.

- Suggested activity: compare a technology-services proposal and a manufacturing bid through client-value and competitor evidence.
- Suggested activity: test margin and cash-flow effects under cost, demand, and payment scenarios.
- Suggested activity: align an executive summary with evaluation criteria, proof points, and pricing logic.
- Suggested activity: convert win-loss evidence into dashboard actions and model revisions.

FAQs

Who suits business development pricing and proposal strategy training, and what does it assume?

Business development pricing and proposal strategy training suits professionals who shape opportunities, prices, bids, proposals, commercial models, or approvals. It assumes experience with commercial decisions and does not provide legal or specialist accounting advice.

How does proposal strategy training differ from general business writing?

Proposal strategy training connects client requirements, win themes, value propositions, proof points, price logic, evaluation criteria, and approval evidence; general business writing focuses on clarity, structure, tone, and readability across broader document types.

How does value-based pricing support a business proposal?

Value-based pricing links the proposed price to client outcomes, decision criteria, alternatives, and evidence. It complements cost and competitor analysis rather than replacing the need to test margin, risk, and affordability.

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What should a proposal financial model make visible?

A proposal financial model should make revenue, cost drivers, margins, cash flow, payment assumptions, sensitivities, risks, contingencies, and approval boundaries visible so reviewers can trace how commercial choices affect the offer.

How should pricing and proposal performance be monitored?

Pricing and proposal performance should be monitored through governed indicators such as pipeline movement, submission quality, approval exceptions, win-loss reasons, realized margin, forecast accuracy, and lessons converted into model or content changes.

Conclusion

Participants take back a Pricing and Proposal Decision Pack. It connects client value, win themes, pricing assumptions, financial scenarios, proposal architecture, executive narrative, approval controls, and dashboard measures. The pack changes disconnected pricing and writing tasks into a traceable commercial process that teams can review before submission and improve after decisions.