

Winning the Project Interview

MEET THE SPEAKERS



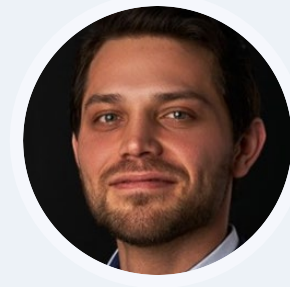
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Winning the Project Interview

HOW TO BUILD TRUST IN YOUR TEAM



Pre-Positioning



The RFP Process



Prep & Execution



De-Brief



Pre-Positioning

- The process starts months before the interview.
- Find everything out about the project that you can – identify key stakeholders.
- Hone in on your Business Development/Marketing strategy.
- Leverage LinkedIn and Thought Leadership
- Leverage the right technology stack



The RFP Process

- Have a Solid Go/No Go process. Prioritization of your resources and energy are key.
- The **RFP** should set the tone for the interview.
 - Drive connection, convey that you truly understand your prospect client
 - Your past clients should be telling your story
 - Keep the content engaging – take liberties where you can!



Prep & Execution

- Rehearse as a team!
- Bring the right people and have their roles defined.
- The CEO/Executive should not be the only one talking.
- Keep things highly visual.
- Treat the interview as **day 1** on the Project.
- Don't lose track of time.



De-Brief

- De-Briefs make you better – ensure you've a process established to find out why you've lost (or won).
- How you react is important
- Pre-positioning for the next win starts!



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KEY TAKEAWAYS

Pre-Positioning

- The Win Starts months before the interview
- Find everything out about the project that you can.
- Develop a Business Development/Marketing strategy.
- Leverage LinkedIn
- Leverage the right technology stack

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Please scan this QR code for the deck and other winning the project interview e-books

