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**INVITATION TO TENDER**

**Virtual Sales Training Course for Herefordshire & Worcestershire Chamber of Commerce**

**Date: 05/06/2020**

**Version 1.0**

# ****Executive Summary****

This document is an Invitation to Tender for the provision of selected Herefordshire & Worcestershire Chamber of Commerce (HWCC) training courses. Companies are invited to quote for the delivery of a ‘Virtual Sales Training’ training course to be delivered on behalf of the Chamber as part of the new virtual training suite. The training course will fit into a well-established course portfolio and be delivered to the highest standard.

The Chamber Business Training department delivers a wide portfolio, of over 120 training courses per year to a large number of delegates from across Herefordshire, Worcestershire and beyond. All Chamber training courses, and bespoke solutions are delivered to the highest standards by professional and highly qualified trainers and consultants.

Chamber Business Training has an enviable portfolio of clients ranging from small to medium enterprises to larger multi-nationals, and our flexible approach makes us a first-choice training provider for many local firms.  
  
In response to the COVID-19 pandemic, the Chamber Business Training department have created a suite of virtual training courses delivered via video conferencing platforms to assist businesses who are planning to, or already are returning to work, to restart and recover.

With the aim to implement virtual training into the departments offering long-term, the portfolio is continuously expanding and developing as businesses needs are changing. The outlined course is one of a larger series of new courses being created, as a result of the current situation.

**Business Requirements**  
In summary, the course will be delivered for a period of 6 months and include:

* An appropriate course outline (1-2 pages maximum)
* Delegate handouts suitable to be used electronically
* Course duration to be between 2-4 hours
* To deliver one free training course before any paid courses are scheduled
* On completion of the free training course, to deliver a minimum of two paid courses per year at the discretion of the Training Co-ordinator
* Flexibility in delivering the course both virtually and at the Chamber offices once public training resumes

The key objectives for the new training course are:

* To train delegates in a specific topic
* To engage and inform members
* To widen the range of training offered by HWCC
* To encourage membership retention

**Timeline**  
The timeframes are shown below for the tender process:

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| Invite to Tender released | 12/06/2020 |
| **Response to Tender deadline** | 26/06/2020 by 4pm |
| Shortlist | w/c 29/06/2020 |
| Notification of results of short listing | 01/07/2020 |
| Shortlist interviews | w/c 06/07/2020 |
| Preferred supplier chosen | w/c 13/07/2020 |
| Go Live | 20/07/2020 |

**Specifications**

HWCC would welcome supplier ideas regarding the content of the training course to enable the course objectives to be achieved. Guidance would be welcomed in selecting an appropriate course outline.

The course must run to specific timings to fit into our training portfolio. All virtual training takes place for a minimum of two hours and a maximum of 4 hours. The course will be delivered a minimum of twice within 6 months, with the opportunity to deliver this as a long-term established course within our portfolio.   
  
**Course Outline – Virtual Sales Training**

Virtual Sales Training is a short course delivered via an online video conferencing platform.

Many businesses must adapt their sales techniques to adjust to the new virtual world we are finding ourselves operating within. With face-to-face meetings currently unable to take place, businesses need to change their way of selling their products/services to develop customer relationships and build trust.

**Aims and Objectives**  
The aim of this practical and participative course is to give delegates guidance on how to dive into virtual selling to generate sales revenue from new and existing clients, when face-to-face meetings are not possible.  
  
Learning to sell virtually requires a shift in traditional selling skills and techniques, to ensure the buying experience is positive and customers remain engaged, this course looks at how to build and maintain trusted relationships with your customers.   
 **Course Content**

* An introduction to selling virtually
* Virtual selling best practice – encouraging customers to use a webcam, remaining professional, minimising distractions
* How to prepare for virtual sales meetings – choosing your virtual platform, setting expectations and creating materials to enhance the sales process
* Virtual selling skills - how to have a personable approach and connect with your customers to close the deal
* How to facilitate a virtual sales meeting – keeping control, ensuring desired outcomes are met and managing time throughout the meeting
* Following up on virtual sales meetings – appropriate timeframes and how to manage this
* Course overview

**Delivery**To be delivered as an online virtual workshop via an appropriate video conferencing platform for an agreed duration.   
  
**Virtual Courses**

To deliver the agreed training on the agreed dates, to take place via a virtual video conferencing platform, for the sum of 50% of the income from the delivered training course (subject to variation strictly by the HWCC) on behalf of Herefordshire & Worcestershire Chamber of Commerce.

* The trainer will deliver one free training course in line with the published course overview ensuring each objective is met, before any paid courses will be scheduled.
* To deliver a minimum of two public courses over a 6 month duration, as agreed with the Training Co-ordinator upon the successful completion of a free training course.
* To ensure all training materials, course outlines and course notes are branded to the Chamber guidelines.
* To be set up to deliver the course on the agreed date, no later than 30 minutes before the agreed start time.
* To complete the training course no earlier than 15 minutes before the scheduled finishing time, unless previously agreed with the Training Co-ordinator.
* To ensure an up-to-date version of the course notes has been sent to the Training Co-ordinator a minimum of 2 working days before the date of the course.
* The trainer must be flexible to deliver training courses between Monday-Friday, 9.00am-4.00pm.
* The trainer must provide a minimum of 1 months notice, in writing, to the Training Co-ordinator for the cancellation of any of the agreed training courses.
* The Chamber reserves the right to cancel training courses, up to 2 days before the delivery date without payment to the trainer, should the target number of attendees not be reached.

**Trainer Background**

To ensure the same standard of training is delivered by the Chamber, each trainer must provide relevant references.

* The trainer must be able to provide the Training Co-ordinator with adequate references, showing their ability of delivering the agreed training courses and/or similar courses.
* If applicable, proof of appropriate qualifications.
* To provide a number of case studies/testimonials from previous course attendees.
* To provide training supplier history

**Chamber Membership**  
As the Chamber is a non-profit membership organisation, all trainers must hold a valid Chamber Membership throughout the duration they are delivering training courses.

* As a Chamber trainer, the trainer will not promote or undertake any services under his/her own or association business, without the written consent of the Chamber, where the client has been sourced via the Chamber.
* Not without prior written approval from the Chamber, acquire any business or other interest which may be considered to compromise the independence and objectivity of the services provided to Chamber members from the Chamber.
* The successful supplier to the tender will be required to sign a Chamber Supplier Contract, detailing provision of the training fee and other general terms and conditions.

**Tender submission**  
The supplier’s tender document must include full details of how the training course will fit into the training course portfolio and fit into the specified course objectives.

# Application Process

Each tender submission will be processed the week after the deadline date, with successful candidates shortlisted and invited to an informal interview to discuss the tender application further.   
  
Successful shortlisted candidates are asked to bring with them the course outline, course content, proof of qualifications (if applicable) and testimonials along with any other relevant supporting data to their interview.

All applicants will be contacted via email if successful and have made it through to the shortlisting stage.   
  
**Contact**  
Responses to the tender should be sent to Lauren Salisbury at the Chamber of Commerce by emailing [training@hwchamber.co.uk](mailto:training@hwchamber.co.uk)