

This training will enable you to respond to a request for quotation from an automotive OEM or supplier, to optimize your chances of success by the quality of the written response to an RFQ and to enrich your commercial experience.

1 day

Target groups:

- Sales Directors
- Key Account Managers
- Project Managers
- Development Team Members

Objectives and Results :

- ✓ Understand characteristics of an RFQ in the automotive sector
- ✓ Know how to organize your business to respond completely and timely to an RFQ
- ✓ Save time on your next RFQs
- ✓ Have a tool box helping you to win new business

Requirements :

- Experience in the automotive industry

Your trainer :

- Training is conducted by a Business Development Manager with over 15 years of experience in this field.

Content and methodology of training:

- Phase 1: Definition of an RFQ
- Phase 2: Necessary conditions to receive an RFQ
- Phase 3: Reception of an RFQ - Input data and analysis
- Phase 4: Preparation of offer
- Phase 5: Answer to RFQ
- Phase 6: Key success factors
- Phase 7: Conclusion and Wrap up

During the training each participant is placed in the situation of receiving an RFQ package. Through concrete examples, participants will understand expectations of automotive customers. Each participant will benefit from exchanges with other participants. Our method also leaves time for individual reflection, allowing each participant to develop an action plan to be executed after the training and to enrich his commercial know-how.

For more information: <http://www.sneci.com/formations-sneci>
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