

Rachel Bright

Financial Services and Insurance Specialist

Key skills

- Presenting compelling winning bid strategies that challenge and transform conventional bid writing processes
- Engaging all Master Class participants to present tailored winning bids using innovative and proven techniques
- Promoting winning bid skills to increase client retention so they come back time and again
- Building expertise in writing winning bids
- Facilitating all professionals involved in the bid process to adopt a winning bid approach to every bid, every time

Career résumé

Rachel's career has largely been spent in client and intermediary-facing roles in the financial services industry, both in the UK and offshore. She is at ease working at all levels within organisations and with clients cross-geographically.

She brings to Winning Bid Master Class an in-depth understanding of her sectors combined with passion and well-honed communication and inter-personal skills. She has a proven track record of enabling her clients to win new business and increase market share, often displacing major players in the market.

Successful clients recognise Rachel as a person who is able to deliver results in very demanding and competitive markets and thus significantly add value to their business.

What clients say about Rachel's delivery of Winning Bid Master Class



Absolutely brilliant! Refreshing. It has completely changed the way we think and how we look at the structure and key points. We can now plan more efficiently, breaking down the benefits and solutions."

Nikki Clift, Marketing Executive, Advanté

