

Panel Interview & Technical Response Coaching



Win the room. Win the bid.

Ascend Presentations, LLC | ascendpresentations.com

The panel interview is where bids are won or lost.

Your team knows the work. **Ascend's Panel Interview & Technical Response Coaching** prepares them to perform under pressure, respond to technical questions with confidence, and present as a coordinated, credible unit, from the first question to the final handoff.

THE RAPID RESPONSE FRAMEWORK™

Ascend's proprietary methodology for competitive panel performance

R — Root out the real question

A — Assess the question type

P — Prepare a structured response

I — Involve SMEs strategically

D — Deliver succinctly and stop

A repeatable, instinctive process for responding to any panel question — regardless of type, order, or complexity.

WHAT YOUR TEAM WALKS AWAY WITH

- A repeatable framework for any panel question
- Stronger Q&A performance under competitive conditions
- Clean, coordinated team handoffs that signal credibility
- Confidence that comes from performing under pressure before the real panel

WHO THIS IS FOR

- Competitive RFP teams in any industry
- Architecture, engineering & consulting firms
- Government contractors and professional services firms
- IT, healthcare & technology firms

If your team has been shortlisted, this coaching is for you.

SESSION OVERVIEW

Session 1 — Building the Framework

3 hours | Virtual or In-person

Question decoding, RAPID Framework™ application, and Hot Button Mapping.

Session 2 — RAPID Response Drills

3 hours | Virtual or In-person

Simulated panel conditions, stop/start drills, SME integration, and scored debrief.

YOUR COACH

Led by **Jessie Datino**, Ascend's lead specialist in competitive RFP panel coaching. Jessie brings a proven track record of preparing teams to communicate with clarity, credibility, and composure.

INVESTMENT

Starting conversations begin around **\$2,100** for a standard two-session virtual engagement. Contact us to build the right program for your team.

Ready to win your next bid?