

Bid Management

Duration: 2 days

The process of securing new business, funding and resources in order to work on new projects in house or on behalf of a client is crucial to the success of any business unit. This workshop is run as two seminars with enough time in between sessions for participants to start to create new proposals and examine the process of writing proposals as part of a formal bid management process. In day 2 the work completed in the break will be used as learning aids to further develop and hone skills as part of this highly practical participative training.

Who should attend this course?

Individuals involved in the writing and collation of bids, RFI's, ITTs and proposals. The workshop is also applicable to those who need to secure the financial underwriting and winning of a contract for services and or products.

Course Objectives

Upon completion of this course participants will be able to:

- Write a bid with a high likelihood of success
- Make the bid attractive
- Use a format that helps the bid to flow and form a logical presentation of the situation and information
- Understand the structure of a bid and how to ensure the key elements are included
- Identifying and use the relevant technology in the bid process
- Appreciate deadline requirements and re-assessment processes
- Understand the big picture of successful bidding in business effectiveness

Course Outline

Bids and Business Performance

- Business goals and targets
- How contracts are won and why
- The process of bidding and the benefits

The Attributes of the Bid

- Definition of structure
- Description of the elements
- The flow of information

Success Criteria

- Target audience
- Key inclusions
- Persuasive language

Information Flow

- Subject and viewpoint
- Layering
- Mirroring
- Solution creation

Deadline Planning

- Project management
- Delegation of tasks
- Style guide
- Sign offs and printing

Boilerplating

- Organisational FABs
- Case Studies
- Testimonials

Technology Considerations

- Bid management
- Change management
- Version control and safe guards

Practical Experience

- Writing the bid
- Using the format
- Changing the content and style
- Ensuring conformity