

# Bid Management Seminar

## Course Description

The event covers the principles and techniques that underpin a successful bid management methodology.

The seminar lasts for 1 day and includes the following:

- Y Instructor Led Tuition
- Y Individual exercises
- Y Group exercises
- Y Delegate handout pack

## Course Objectives

On completion of the seminar the delegates will know how to:

- Y Illustrate the importance of qualification as a means to improve win ratio by only chasing winnable business
- Y Eliminate bad business - by only chasing business that is profitable
- Y Put Bid Management into context with the prospect's procurement processes
- Y Identify how tenders can be won even before the Invitation to Tender is issued
- Y Explain how best to respond to procurement documents to maximise win chance
- Y Demonstrate how to avoid turning a good prospect into a bad project during the negotiation phase

## Intended Audience

Anyone involved in preparing a tender will benefit from attending this seminar – whether as a member of the bid team providing input to the proposal, a member of the sales unit responsible for the customer or as the person responsible for managing the bid.

## Related Courses

- Y Bid Management Workshop
- Y Preparation for the APMP Foundation Exam

## Course Outline

Today's business requires a careful balance between the cost of sale and the profit that the sale may bring. If an organisation is only winning 1 in 4 of its bids, the profit from the sale also has to cover the cost of the 3 unsuccessful bids.

The key to success is Bid Management – chasing only winnable opportunities and, more importantly, winning only profitable business. The seminar presents an overview of the Bid Life-cycle and then walks the delegates through 4 distinct phases, plus the all-important Qualification.

WPM's Bid Management Methodology is based on best practice principles derived from over 20 years of bidding experience and focused for today's commercial environment.

## What's Included

- Y Pre-course instructions
- Y Delegate workbook

## Your Instructor

All WPM's instructors are practising Bid Managers with a track record of bidding and winning at all levels within the UK, Europe and worldwide.

## Benefits

Delegates adopt a successful approach to bid management – chase winnable opportunities to win profitable business

This course benefits everyone involved in preparing a tender - bid managers, members of bid teams and members of sales teams

## Price

Please call 01244 852 544