

Bid Management Workshop

Course Description

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

The workshop last for two days and includes the following:

- Y Instructor Led Tuition
- Y Individual Exercises
- Y Group Exercises
- Y Delegate Handout Pack

Course Objectives

On completion of the workshop the delegates will have:

- Y Performed a Qualification
- Y Performed a Prospect Analysis
- Y Determined Win Strategy and Sales Themes
- Y Prepared for Go/No-Go reviews
- Y Drafted and Reviewed Proposal Sections
- Y Participated in a Red Team Proposal Review
- Y Prepared for Negotiations
- Y Prepared for Presentations

Intended Audience

The Bid Management Workshop has been designed to assist Bid Managers, Salespeople, Consultants and other staff involved in a key capacity in bids, to gain a full understanding of the bidding process.

Related Courses

- Y Bid Management Seminar
- Y Preparation for the APMP® Foundation Exam

Course Outline

The two day workshop is based around a case study. Practical exercises use this case study, which means that a significant amount of useful and valuable bid analysis and planning work can be performed and transplanted directly back into the delegates' own environment.

Where delegates have an imminent bid or have recently submitted a bid on which they have worked, this serves as an excellent lessons learned exercise.

Using the delegates own bids as a means to conduct the exercises ensures that the time spent out of the office is not taking time away from important tasks that need to be performed, but actually serves as an investment towards those tasks.

What's included

- Y Pre-course instructions
- Y Delegate workbook

Your Instructor

All WPM instructors are practicing 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 – only chase winnable opportunities and only win profitable business.

This course benefits everyone involved in preparing a tender – Bid Managers, members of Bid Teams and members of Sales Teams.

Using the delegates' own bids as a means to conduct the exercises serves as an investment towards those tasks.

Price

Please call 01244 852 544