

Bid Management training course synopsis

Upon completion of this intensive and highly practical 5 day programme, delegates will be able to:

- Understand the need and importance of logical and effective Bid Management procedures in order to develop winning bid strategies;
- Appreciate the value of full qualification on all bid opportunities; qualification on competitors, the customer, and the internal organisation;
- Garner the necessary resources for effective and successful Bid Management and understand about managing the bid team;
- Justify each Bid / No Bid decision;
- Realise the vitality of identifying customers needs; stated, implied, hidden, secret, and unknown;
- Develop winning bid strategies by creating unique solutions to precisely match established customer needs and to repel competitive threats – to think outside the box;
- Manage the bid writing and document production processes;
- Sell the Benefits of the bid to the readers – and those who only scan the bid;
- Confidently use proven project management techniques to successfully plan and implement the bid process and deliver a world-class bid to the client.

Who should attend? Bid Managers and bid support staff, and anyone who is in a position to make a significant contribution to a major bid, tender or proposal.

Course duration & venue: Five days residential

Topics covered include:

- What is a bid? – the European Directives that can affect us and our customers;
- Management of the Bid Process – the essential milestones;
- Establishing the Customer's Needs – bid qualification techniques to test assumptions;
- Effective Bid Planning – building the bid team and sorting out the internal interfaces;
- Developing a Winning Bid Strategy – to sell our advantages and lock out the competition;
- Creating unique solutions & “Hot Button” selling points – and presenting them to the decision makers;
- Structuring the price offer;
- Moving from the Bid Strategy to the effective Bid Document;
- How to follow on and gain advantage, after the bid submission;
- Winning the business in the AIMS Business Simulation Project.

Benefits for attending this course: In a busy and expanding commercial environment, it is often the case that Bid Managers and support staff will treat each bid in the same way; take the last bid, tweak it a little, change the customer's name, use old templates, and 'wing it off'. With all the challenges of Bid Management, this training event will show how separate customers' needs are different, and often unique. They require specific solutions. We must achieve an effective presentation of these solutions in the Bid document, in order to win in the face of severe and relentless competition.

In a competitive team-working environment, delegates will discover new tools, tips and techniques for qualifying the customer, the competitors and the internal organisation, thus enabling them to create a world-class bid which will sell their offer to the customer. The programme concludes with each delegate team submitting a bid to a customer to win a very real (but fictitious) business opportunity.

Tutors: Selected from Themmy Kaatee, Jim Bannister, Ken Doidge, Bert Houweling, Hywel Lloyd, Neil Tweedley, Austin Waterworth and other members of the BUSS and AIMS teams. BUSS and AIMS were founded over 10 years ago to bring together consultants and trainers who specialise in Business management, bid, tender and proposal work – often for international and technology based clients.

BUSS, AIMS and Bid Management Professionals provide skills that obtain winning results.