

Bid Writing

Introduction

This practical and interactive course will equip attendees with the skills and knowledge to write winning bids, manage and plan their own time, work effectively with others to ensure the bids are to a high standard and completed on time. It also explains how to consider risk and commercial aspects. Attendees will leave with an increased ability in bid management and producing winning bids that enables them to act with confidence in their roles, thereby increasing their success in winning bids and reduce time and cost in producing them.

Objectives

By the end of this course participants will be able to:

- Identify the different components of a tender / bid and manage each of them
- Explain how to sell to a variety of personality types
- Establish win themes for each bid
- Evaluate a tender and prepare a compliant response
- Produce a project plan of action and explain how to manage that plan on a day to day basis
- Prepare and manage effective high scoring submissions
- Develop a pricing strategy
- Demonstrate negotiation techniques to achieve desired outcomes
- Effectively manage the wider bid team
- Plan strategically for improvement

Content

A sample of what is covered includes:

- Introductions and course overview from your trainer - a former bid director with major blur chip companies
- Course and personal objectives - what do you want from this course
- Background to formal procurement
 - Why clients use a Formal Procurement Process
 - Private vs Public / Government
 - The stages of tendering from pre-issue to award
 - The components of the bid process
- Bid Strategy
 - A plan to win
 - Client understanding and needs
 - Differentiating the proposal
 - Value vs price
 - Benefits to client
- Bid Process Management
 - Organisation
 - Outlining
 - Proposal Management plan
 - Credentials
 - Written response

- Document production and graphics
- Feedback
- Bid Team Management
 - Team selection
 - Kick of meetings
 - Managing the virtual team
 - Mid-term reviews
 - Submission
- Planning your bid management project
 - Managing people
 - Getting things done through others
 - The need to get people performing effectively and quickly
 - Setting expectations
 - Managing resources
 - What resource are
 - How to plan resources
 - Mobilising and booking resources
 - Managing information
 - What information might be throughout the project
 - Protocols and systems for management
 - Communication planning
 - Managing activities
 - Tasks - getting things done and managing work
 - Getting it right from the start
 - Spotting potential problems
 - Setting effective objectives
 - SMART is not enough!
 - Effective objective setting
 - Managing oneself - Personnel effectiveness
 - Time management
 - Planning and prioritising
 - Asking for help
- Communication skills
 - The communication cycle
 - Active listening
 - Asking the right questions
 - Non-verbal messages
 - Giving clear instructions
 - Email communication
 - Face to face communication
 - Telephone communication
- NLP and bid management
 - Using NLP in writing bids
 - Using NLP when dealing with others face to face

