

Critical Success Factors in Bid Management

ONE-DAY IN-HOUSE WORKSHOP

<p>Introduction</p>	<p>This can be run as a standalone workshop to refresh win work/bid management skills or as part of an integrated approach to revitalising your win work processes.</p> <p>The development of sophisticated procurement routes means that winning is about being able to demonstrate best value rather than simply being the lowest cost. It is therefore critical to leverage intelligence on client needs, objectives and priorities and then to develop win themes, bid strategies and differentiated value propositions.</p> <p>Therefore the workshop focuses on reminding delegates of professional bid management, starting with selecting the right bids to pursue (ones that you are most likely to win) and dropping those which realistically you are unlikely to win, thereby avoiding wasted resources and saving time on abortive bidding.</p> <p>Delegates discover these techniques and develop their own personal skills through task orientated role-play sessions. Using the check lists and prompts provided will help to embed efficient and effective bid management for future bid launch or bid mobilisation events.</p> <p>Research from Reading University suggests that efficient and effective bid management is the single most important behaviour for contractors in winning construction industry bids.</p>	
<p>Objectives</p>	<p>Upon completion of this workshop delegates will:</p> <ul style="list-style-type: none"> • Better qualify new opportunities • Understand how to decide when not to bid • Identify the client perspective • Leverage influence • Develop win themes • Develop successful bid strategies • Improve bid management capabilities and skills • Achieve better value from Bid Reviews 	<p>Develop skills related to the following competencies:</p> <ul style="list-style-type: none"> • Commercial Awareness • Creative Thinking • Client Focus • Empathy • Team Working • Communication
<p>Suitability</p>	<p>This workshop is designed for directors, managers and other staff involved in procurement and bid management. It is also valuable for those involved in developing bid strategies and win themes and those who engage with client team decision makers and others who are called upon to contribute content for bid/proposal submissions.</p>	
<p>Content</p>	<ul style="list-style-type: none"> • Qualification Assessments • Go/No Go • Relationship Matrix development • Targeting clients business drivers • Competitor Analysis • Essential Bid Strategies 	<ul style="list-style-type: none"> • Developing Value Propositions • Connecting your clients with your Value Proposition • Fundamentals of Review • Putting learning into practice • Individual Action Planning
<p>Location In-house at your venue Duration One-day CPD 7 hours Cost for maximum 16 delegates £2250.00 <i>(plus vat and travel costs)</i></p>		
<p>Testimonials from past delegates</p>	<p><i>'An extremely useful workshop, with an engaging delivery which has elements that can be put to use immediately'</i></p> <p><i>'Provides an excellent framework for structuring and managing your bid processes'</i></p> <p><i>'Good workshop; good presentation; good knowledge'</i></p> <p><i>'Really good insight into the process of winning projects. Thought provoking'</i></p> <p><i>'Thought provoking and fascinating insight onto a structured approach to bid management'</i></p> <p><i>'Very informative and will have profound positive affects on our business'</i></p> <p><i>'Provides the basis and tools to instigate cultural change in an organisations bidding process'</i></p>	



Business development solutions that win more work

MarketingWorks Training and Consultancy Ltd Cranbourne House 17 Boyne Park Royal Tunbridge Wells Kent TN4 8EL
 Tel **01892 534980** Email enquiries@marketingworks.co.uk www.marketingworks.co.uk