



# Bidding Masterclass

## Learn to write, create, and submit winning bids with our Bidding Masterclass course

Our exclusive Bidding Masterclass training programme will teach you how to win work. The course is built on extensive industry experience (over 40 years) and detailed, ongoing learning and development research. The course includes in room/online exercises, round table discussions and practical real-world scenarios.

### Core Training

Our Bidding Masterclass sessions cover the roles and responsibilities of your bid team members and a deep dive into each phase of the bid lifecycle, including:



#### Research and Pursue

Thoroughly researching opportunities and their environment to inform the bid decision and position yourself to win



#### Bid Decisions

Making robust collaborative decisions on whether you can win, how you will win and committing the right resources



#### Win Strategy and Kick Off

Developing your proposition, win themes and commercial strategy which lead to content development – with everyone in alignment



#### Solution and Story

Designing your service delivery model and using storyboarding to develop winning responses



#### Write and Price

Further refining the content outlined in storyboards into compelling proposal responses and ensuring you are on track to deliver a winning bid to your client



#### Review and Finalise

Reviewing and improving your document to take it from good to great



#### Signoff and Submit

Making sure your proposal is appropriately signed off internally and safely preparing your bid submission for delivery



#### Present and Support

Preparing a winning presentation and supporting your proposition through to deal close



#### Handover and Mobilise

Providing a seamless handover of the secured work to your delivery team to set them up for success

## Who would benefit from attending?

**Sales Leads** should attend to develop their understanding of this critical phase in the business development lifecycle. It will:

- Enable higher conversion rates through insight and positioning
- Demonstrate the value of high quality input into strategy and win themes
- Show how to build an informed commercial strategy
- Help the team to storyboard compelling content and maximise document impact through robust, client-centric reviews

**Bid Leaders** who are regularly nominated to lead proposals should attend to understand:

- Their responsibilities and required behaviours
- How they should select a winning bid team
- How to develop a strategy, win themes and solution
- Their role in ownership of the commercials and risks
- How to review the submission to drive quality and to provide impact
- How to coach the team to pitch and present with confidence

**Service Delivery Leads** who will be responsible for developing the solution and/or running the service once the business is secured should attend to further develop:

- Their approach to building winning service delivery models that deliver value and innovation for the client
- Their skills in leading the deconstructing of requirements and questions to generate compelling content
- How to lead the presentation with impact and capture the client's attention as the lynchpin of the delivery team

**Bid Managers** should attend to build on their techniques and approach to:

- Mobilising bid teams to succeed
- Engaging senior colleagues in value proposition development
- Project management, bid process and governance of tenders
- Maximising outputs from meetings and facilitating high impact reviews
- Understanding how they can help their teams successfully improve their presentations and pitches to win business

**Contributors** or subject matter experts (SMEs) should attend to:

- Understand the full tendering environment and how to play a winning part in it
- Acquire skills in challenging and verifying strategy
- Understand their lead role in bid solution development
- Hone skills in storyboarding and writing compelling responses

## Association of Proposal Management Professionals (APMP)

APMP offers the world's first, best and only industry-recognised certification program for professionals working in a bid and proposal environment. APMP certification is the global standard for developing and demonstrating proposal management competency.

Anyone, anywhere can either attend our bidding masterclasses or watch our online bid training video programmes before going on to take the APMP online Foundation or Capture Practitioner exams.\*

### Achieving APMP Certification:

- Demonstrates a personal commitment to your career and our profession
- Improves business development capabilities
- Creates a focus on best team practices
- Gains the respect and credibility of peers, clients and organisational leaders
- Reinforces bid/proposal management as a strategic function within an organisation rather than "just" sales support

For more information on joining nearly 10,000 people in becoming accredited members, please go to the APMP site here: <https://www.apmp.org/page/AccreditationProgram>

## Knowledge Transfer & Capability Development

Training or structured learning is only one part of how we enable winners and create value. We also work alongside client teams to help raise their skills. We use digital tools and processes for coaching, training and embedding best practice in your organisation's DNA. Please get in touch to learn how we deliver winning capability through structured learning, social learning and on the job interventions.

\*There are additional charges for APMP membership and exam fees to be paid to the APMP via their examination partners.