



APMP Foundation Course

The Bid Solutions APMP Foundation Course will teach you the fundamentals of the bid process and prepare you to take APMP's online exam for Foundation certification*.

This training course, designed for those new to bidding, is based on 20 years of experience and five years of research into learning and development for winning work. The course is available to anyone, anywhere via interactive webinar sessions or by watching our online bid training video. It combines both in-room and online exercises, as well as round table discussions, utilising real-world examples to provide a comprehensive learning experience.

The training sessions cover the roles and responsibilities of each bid team member and a deep dive into each phase of the bid lifecycle. These include:



Research and Pursue

Thoroughly researching opportunities to inform the bid "go/no go" decision and positioning yourself to win



Solution and Story

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



Sign off and Submit

Achieving appropriate and diligent internal sign off of your proposals and preparing your bid submission for delivery



Bid Decisions

Making robust collaborative decisions on whether (and how) you can win and how to ensure the right resources are committed



Write and Price

Further developing storyboard content into compelling responses, ensuring you are on track to deliver a winning bid to your client



Handover and Mobilise

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



Win Strategy and Kick Off

Developing your proposition, win themes and commercial strategy and then kicking off content development with everyone aligned



Review and Finalise

Reviewing and improving your document to take it from average to exceptional



Ideal course candidates

Bid professionals in the early stages of their career will benefit from this course.

Bid Managers and Bid Writers

Building on techniques and approach to:

- Mobilising bid teams for success
- Engaging senior colleagues in developing value propositions
- Project management
- Tender process and governance
- Maximising meeting outputs and facilitating high impact reviews

Sales Leads

Developing an understanding of how to achieve higher conversion rates through:

- Insight and positioning
- High quality strategic input and win themes
- Contributing to commercial strategy
- Helping the bid team to storyboard compelling content
- Carrying out robust, customer-centric reviews to maximise document impact

Bid Leads

Learning about their role in leading proposals including:

- Responsibilities and required behaviours
- Selecting a winning bid team
- Developing strategies, win themes and solutions
- Ownership of commercials and risks
- Reviewing the submission to drive quality and impact
- Coaching the team to pitch and present with confidence

Service Delivery Leads

Enhancing skills in:

- Developing the solution and running the service
- Building successful delivery models providing value and innovation for the client
- Deconstructing client questions and requirements to generate compelling content
- Leading impactful presentations which capture the client's attention

Subject Matter Experts (SMEs)

Acquiring knowledge and skills including:

- Full understanding of the overall tendering environment and the part they play in successful bidding
- Challenging and verifying tender strategy
- Developing and contributing to value added solutions
- Storyboarding
- Confidently writing compelling responses

About the 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.

Achieving APMP certification:

- Demonstrates a personal commitment to a career in our profession
- Improves business development capabilities
- Creates a focus on team best practice
- Gains respect and credibility of peers and clients, and potentially higher compensation
- Reinforces the vital importance of bid/proposal management within an organisation

More information on APMP's Accreditation Program and how to join more than 10,000 bid and proposal professionals can be found here: www.apmp.org/page/AccreditationProgram

*A fully paid APMP membership is required to take any APMP accreditation exam and separate exam fees apply. These costs are not including in the fee for this training course.