



# Want to win more tenders? Our workshops will help you survive the tender process.

Whether you're new to the game or a practiced pro, our workshops will get you response ready.

## BidPro Essentials

The perfect starting point for any experience level, this engaging, full-day workshop uses real life examples to guide you through the bid process – from identifying opportunities right through to closing the deal.

Learn how to:

- Gain advantage from buyer evaluation principles
- Use the three C's to develop a story to win
- Apply persuasive techniques for a standout bid

## BidPro Masterclass

Designed for bid responders wanting to develop a more extensive skillset, our full-day Masterclass uses interactive exercises to dive deeper into the management, development and commercials of bids.

Learn how to:

- Plan your bids and manage your teams efficiently
- Craft compelling cover pages/executive summaries
- Invest wisely, be commercially savvy and price well

## Bundle Both Workshops for Best Results!

**\$1499\***  
+GST

Subscriber  
Bundle Rate

**\$1749\***  
+GST

Non-Subscriber  
Bundle Rate

\*Bundled price applies only to a two-day course package, where the same participant attends both workshops on consecutive days.



Want to win more tenders?  
Hit the ground running

## BidPro Essentials

The perfect starting point for those involved in the preparation of bid responses, this engaging, full-day workshop uses real life examples to help you better understand the tendering process.

Suitable for any experience level, this highly interactive workshop provides practical tools, helpful tips and expert advice for every stage, helping you develop an essential tendering skillset that will get you shortlisted more often.

Whether you're a total rookie or a seasoned pro, this workshop will improve your confidence and capability across the following four key stages:

### 1 The Business of Bids

- Identifying opportunities and context
- Understanding markets, players, and buyers
- Evaluating principles and processes

### 2 Get Ready

- The three C's: developing your story to win
- Building your confidence and strategy
- Understanding qualification

### 3 Get Writing

- Structure and planning
- The fundamentals of persuasive writing
- Using the ISBP principle

### 4 Close the Deal

- Powerful presentations
- Clarifications
- Reference checks

**\$849** +GST

TenderLink  
Subscriber Rate

**\$989** +GST

Non-Subscriber  
Rate



Want to win more tenders?  
Excel at the next level

## BidPro Masterclass

Expanding on our BidPro Essentials workshop, the full-day BidPro Masterclass dives deeper into the management, development and commercials of bids.

Designed for experienced bid response practitioners looking to develop a more extensive skillset, this workshop uses real life examples and interactive exercises to impart world-leading techniques for improving and sustaining your tender win rates.

If you've already completed our BidPro Essentials course and want to advance to the next level, this comprehensive masterclass will cement your expertise across these four key topics:

### 1 Bid Management

- Understanding bid budgets and ROI
- Key competencies: traits, skills and attributes
- Planning resource, responsibility and review

### 2 Bid Development

- Breaking down small bids: the 5-step process
- Breaking down large bids: the 20/60/20 process
- Cover pages and executive summaries

### 3 Bid Commercials

- Making sense of key clauses and legal reviews
- Pricing clarifications, alternatives and options
- Quantifying value

### 4 Bring it Together

- Bring your bid – assess your specific scenario
- Overcoming key challenges and issues
- Practical tendering tips

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Rate