



**Want to win more tenders?**  
**We'll help you get response ready**

## BidPro Essentials Webinar

This engaging online webinar covers all of the tools and techniques of our traditional BidPro Essentials workshop, split across two half-day sessions via Zoom. Accessible from any working environment, it's the perfect starting point for those involved in the preparation of bid responses, using real life examples to help you better understand the tendering process.

Suitable for any experience level, this highly interactive webinar 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

**\$549**<sub>+GST</sub>

TenderLink  
Subscriber Rate

**\$649**<sub>+GST</sub>

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