

Competitive Tendering – Bid Strategy and Proposal Management

The Competitive Tendering – Bid Strategy and Proposal Management course is an ECITB approved course for engineering construction project professionals responsible for winning contracts through improved strategy and positioning activities and increasing bid-winning opportunities through enhanced proposal management.



For contractors and consultants in the engineering and construction industry, the ability to win business through competitive tendering is essential to growth and survival.

As levels of competition increase year on year, companies need to understand their customers' needs more than ever and need to start positioning for new business well in advance of tendering activities.

Competitive Tendering – Bid Strategy and Proposal Management is a course aimed at helping you win more and profitable contracts by avoiding overly risky, loss-making projects through improved strategy and positioning activities and increasing bid-winning opportunities through enhanced proposal management.

Features

- Industry expert trainers
- Case study
- Group activities
- Collaborative and peer learning
- Pragmatic tools and templates
- ECITB certificate of training on successful completion

Suitable for

- Sales and business development
- Proposal managers
- Project managers
- Procurement professionals

Who should attend this training and what are the features?

The Competitive Tendering – Bid Strategy and Proposal Management course is essential learning for managers and professionals directly or indirectly involved in competitive tendering activities, including strategic positioning, strategy development, proposal management and contract negotiation.

Learning aims

- Understand the overall competitive tendering process, roles and responsibilities
- Recognise the different types of commercial contracts
- Understand strategies for competitive positioning
- Understand the principles of preparing winning proposals
- Understand the process of contract negotiation and award

“*The ability to win business through competitive tendering is essential to growth and survival*”

KEY INFORMATION



Industry context

- E&C industry focus
- Project examples & case scenarios



Delivery Availability

- Virtual / In-house / Public
- 12 hrs In-house
- 4 x 3.5 hrs Virtual