

Competitive Tendering Skills

One day

A practical course customised for your firm in your industry

A one day in-house skills workshop.

It's about improving your ability to compete on non-price factors – such as competing on

- » Quality
- » Relevant track record
- » Uniqueness of service
- » Uniqueness of methodology
- » Good work practices
- » Capacity to relate to the client

Previous attendees include consultants from a wide range of industries and professions, builders and people from the construction industry, and service providers to governments.

The seminar is not about how to reduce costs.

You will develop an understanding of the current marketplace and learn organisational and personal skills to respond effectively.

It is practical and based on your examples. These can be upcoming tenders or ones previously submitted.

There will be time for participants to identify and practice the planning and writing skills necessary to compete successfully and increase business through the tender process..

- » We use a number of presenters depending upon the sectors in which the client wants to tender
- » All presenters are experienced trainers who provide focused and practical workshops

Visit www.consultanttraining.com.au for dates of other workshops for developing fee based business.

Competitive Tendering Skills

Topics

The tendering process
Costing & pricing
Types of tenders
Strategies
Competition analysis / Risk
'Bid' or 'No bid' decision
Skills development
Analysis of a tender document
Writing a tender
Summary / key leaning points

Optional Topics

Relationship marketing strategies for winning fee based services
Key Client programs

Pre workshop

Clarification of your needs
Your tendering objectives – target clients, environment, history
Your business development strategy
Needs of workshop participants

Benefits

- » You specify what you want to learn
- » Every efficient and effective use of your time – develop your own firm's approach
- » Learn how to prepare a tender document that sells your business
- » Learn how to prepare your business for the competitive tendering process

Program

- » Develop an action plan for immediate implementation of new skills and knowledge
- » Become aware of how tenders are evaluated, so you will know how to present yourself as a credible supplier
- » Implement a more effective tender strategy
- » Receive a comprehensive manual for reference when you are tendering

Call Ian Benjamin on the numbers below to discuss your situation.