



## Managing the Bid Process

Increasingly sales professionals have to go through a competitive tendering process to win business. Success demands more than just the right product at the right price. Indeed those elements may not even be considered if the bid does not meet all the strictures of the invitation to tender (ITT). Bidders must have in place the systems and skills to create compliant bids that put their offers in the best light. This programme is designed for people who have to respond to tenders. It covers how to structure a bid; playing the points game; ensuring compliance; and organising yourself to bid effectively and efficiently

## The programme

This one-day programme is designed for sales professionals, contract managers and others involved in preparing quotations for customers or bidding for work. It includes:

- An overview of the procurement processes
- Assessing and managing risk in the bidding process
- Managing the process to create successful bids
- Proposal planning
- Proposal writing
- Pricing the bid
- Complying with instructions
- Getting your bid noticed

## Who should attend?

- Those working in sales and / or marketing
- Those responsible for managing responses to invitations to tender
- Senior managers ultimately responsible for their company's bids

## Benefits of Attending

Following this programme delegates will be able to:

- Respond to ITTs with greater confidence
- Improve their success rate of converting bids into sales
- Reduce stress by structuring their resources more effectively
- Avoid common traps
- Gain practical tips and tricks
- Differentiate their bids.

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