

Competitive Tendering Skills

One day in-house workshop

Benefits

1. You specify what you want to learn
2. Efficient and effective use of your time – develop your own approach
3. Develop an action plan for immediate implementation of new skills and knowledge
4. Refine your knowledge as to how tenders are evaluated, so you will know how to present yourself as a credible supplier
5. Acquire a process that you can confidently use knowing that you are preparing tenders that will present your business in the best light yet comply with requirements
6. Reduce time wasted on inappropriate tenders
7. Implement a more effective tender strategy
8. Start the tendering process well in advance of the Tender publication
9. Receive a comprehensive manual for reference when you are tendering

Program

1. Identify your needs and opportunities
2. The rules of tendering
3. The tendering marketplace: evaluation criteria, CTC / CCT, types of tenders
4. Government priorities in your state
5. How to prepare a winning tender document: 11 areas of focus
6. Resource materials to support your tender
7. Action plan for immediate and long term benefit for your business

Presenter

- ⇒ Ms Helen Fletcher is a specialist adviser on tendering. She has advised many clients and taught this program to hundreds of participants in 3 states. Her skills have been utilised by national and international companies and by smaller organisations in highly competitive environments. Helen is an experienced trainer and presenter who provides a focused and practical workshop. You will learn techniques that are proven in generating business.
- ⇒ Customised to meet your specific situation.
- ⇒ Discuss with Ian Benjamin of Consultant Training Australia on 1800 266 266 or 0419 593 167, or ian@consultantraining.com.au www.consultantraining.com.au

Competitive Tendering Skills

In-house workshop content

Pre workshop

- Clarification of your needs
- Your tendering objectives – target clients, environment, history, products and services offered
- Your business development strategy
- Needs of workshop participants

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

Objectives:

The workshop is designed to enable service providers to better compete on non-price variables.

These include the opportunity to compete on quality, uniqueness or service or method of approach, personality, relevant track record / past experience, or good work practices.

Previous organisations to have this training include 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.

What previous participants have said ...

'Immediately useable, practical, and covered a substantial amount of relevant material...'

Deanne McDonald-Ferrito, Transfield, Brisbane

'The workshop provided me with the opportunity of developing solid methodical skills for analysing and developing competitive tenders'. Chris Durkin, Computer Programmer, Sydney

'It clearly has enabled me to gain an advantage in my industry'. Paul Speakman, JP Constructions, Logan City QLD

More about the workshop ...

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.

Questions to be answered in the workshop ...

- Do you know the generic evaluation criteria for tender evaluation?
- Do you know the key selection criteria for your state government?
- Do you know how to apply these principles to tendering in the private sector?
- Can you identify the steps to organise your business for successful tendering?

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