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WIN THE BID

**BID MANAGEMENT
TRAINING
PROGRAM**

7 Actions to Winning Bids

Bid Management is about developing the necessary skills to take your company from Wish to Win! This course will teach the participant how to improve their chances of winning that bid whilst minimizing your risk and maximizing your profit.

Experience has shown that the difference between winning a bid and coming in 2nd is less than 10% and in many cases less than 5%. How much time and resources are spent with the bid process to fall just 5% short of the win line. Quality makes the difference and this program will provide the fundamentals to successful bidding.

This program has been developed by a career professional Strategic Sourcing and Procurement Manager with both commercial (Westpac, American Express, Commonwealth Bank, Fairfax), and government (U.S. Government -Defense, Australian Utilities and Transport), experience, this one day course will increase your success rate dramatically.

This program can be run over a one or two day format.

Program Outline

Most beneficial to the participant will be the critical understandings of “The 7 Actions to Winning Bids”. “7 Actions to Winning Bids” is a methodical and readily digestible way for your bid team professionals to get that extra edge –by increasing your strike rate **up to 20%**, to win.

“7 Actions to Winning a Bid” includes:

1. Stand in the shoes of a Procurement Manager and understand the pressures on them in today’s buying environment.
2. Understand the changing environment of procurement and the language to speak.
3. Determine the bid process from both the buyer and seller perspective to ensure compliance and integrity is achieved.
4. Utilise pre-briefing techniques to increase your winning performance.
5. Analyse different tender scoring systems to learn how to increase chances of winning.
6. Establish key actions to take when either an incumbent or an insurgent.
7. Learn to address the customer’s needs **NOT** what we want to sell.

Program Content

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| <ul style="list-style-type: none">• 3 scenario based case study – understanding the pressures of today’s Procurement Manger |
| <ul style="list-style-type: none">• Analysis of the procurement environment – yesterday, today and tomorrow |
| <ul style="list-style-type: none">• Industry specific group exercise – determine the bid process from the buyer and seller perspective |
| <ul style="list-style-type: none">• Analysis of pre-briefing skills and actions |
| <ul style="list-style-type: none">• 2 part case study scoring who wins in a large bid – understanding the different tender scoring systems |
| <ul style="list-style-type: none">• 3 part case study – US election: Obama vs Clinton – establishing key actions between an incumbent or an insurgent |
| <ul style="list-style-type: none">• Obama case study – addressing the customers needs, not what you want to sell |

Achievable Outcomes

- An edge over your competitors
- Inside knowledge of the procurement profession
- Raise your strike rate up to 20% (in most cases 10% better will win it for you -based on 1st hand evaluation board experience).
- Directly apply easily digestible procurement “plain language” principles to produce bid wins and a multiplier effect ROI
- Increased confidence and competency in your bid team with relevant and tested work techniques
- Be seen in your market as the supplier “who gets it” and “understands the needs of his clients” in today’s tough Sales market.
- Anchor your current clients, while growing your new customer base with these powerful techniques
- Increase your bid performance and let your prospects know how really good you are.



Level 12, Suite 5
187 Macquarie Street
Sydney NSW 2000
t +61 2 9233 8878

www.navig8.com.au

