

# Tendering Fundamentals Workshop

Learn a Proven Process You Can Use to Win More Business More Often



## RESPONDING TO A TENDER CAN BE COMPLEX & OVERWHELMING

Where Do I **Start?**

Have I Covered **Everything?**

Is My **Writing** Persuasive?

Does it Look **Professional?**

## SUCCESSFUL TENDERERS WIN BY GETTING THE FUNDAMENTALS RIGHT

A proven 'system' promotes strategic thinking and compelling communication whilst keeping critical response tasks clear and in control.

The Tender Success Tendering Fundamentals Workshop will introduce you to a system that has been developed over more than 20 years and has helped organisations of all sizes win tenders totalling more than AU\$20B.

### ✓ Improve Your Tender Win Rate

A successful tender is the result of a number of important steps and activities. The Workshop defines the steps leading to the best possible response.

### ✓ Increase Your Confidence & Gain Control

Tenders that win business demand a range of disciplines, tasks and resources, yet few individuals possess all the necessary skills. The Workshop outlines a proven approach you can apply in your organisation to manage the production of a comprehensive response.

### ✓ Reduce Time, Stress & Frustration

The Workshop provides an overview of tools, techniques and principles that will save you time and money, ensure your efforts are spent wisely and your chance of success optimised.

### ✓ Learn From Group Experience

The workshop is based on action-learning principles that allow like-minded people to learn from their collective experience and challenges. The session is lively, practical and discussion-based.

## WHAT OTHER ATTENDEES HAVE SAID

*"I learned such a lot through the process"*

*Andrew W, National Health Solutions Company*

*"Once again, thank you for the workshop last week. It was a very useful exercise for the team and there were certainly ideas to take away for everyone there"*

*Michael S, Melbourne-based Recruitment Agency*

*"Matt & Robert were engaging and made the process exciting"*

*Terry C, WA-based Medical Imaging Practice*

## WHAT DOES THE WORKSHOP INCLUDE?

The Workshop provides a 'big picture', **comprehensive overview** of a proven tender response process. Practical and hands-on, the focus is on **managing and coordinating the entire process** whilst providing a brief overview of important **tools** and **techniques**.

Workshops are limited to 20 participants and include facilitated sessions to maximise the action-learning opportunities for all. Included for all participants:

- A very full day of learning, discussion and exercises (**Course outline on page 2**)
- Tendering Fundamentals Workbook
- Handy reference copy of the Tender Success Tendering Process
- **Templates** covering Analysis, Writing and Project Planning
- **Bonus PDF:** Response Benchmarking Report Sample
- **Bonus PDF:** 20 Ways to Win More Business More Often

## Who Should Attend?

Anyone working with competitive bids that:

- Recognises that competitive tendering is **strategically important** to the growth of their business
- Needs to **manage or coordinate** tender responses individually or as part of a team
- Is **new to tendering** and needs an overview of the process

 <b>INTRODUCTION &amp; OVERVIEW</b>	<ul style="list-style-type: none"><li>• Discussion of Workshop Agenda</li><li>• Overview of the process</li><li>• Each Topic will answer the following questions: What is it? Why is it Important? How does it fit into the Response Process?</li></ul>
 <b>1. POSITIONING</b>	<ul style="list-style-type: none"><li>• Why You Should Understand Basic Business Strategy</li><li>• How 'Capture Management' Relates to Tendering</li></ul>
 <b>2. ANALYSIS</b>	<ul style="list-style-type: none"><li>• Introducing an RFT Analysis Method</li><li>• Structure of an RFT / What to Look Out For</li></ul>
 <b>3. PLANNING</b>	<ul style="list-style-type: none"><li>• Easy Project Planning and What to Include</li><li>• How to Use/customise Project Plan Template (supplied)</li></ul>
 <b>4. WRITING &amp; EDITING</b>	<ul style="list-style-type: none"><li>• How to Use/customise Writing Template (supplied)</li><li>• Why Editing is So Important</li><li>• Using a Proven Writing &amp; Editing Method</li><li>• How to Make Your Writing Persuasive &amp; Effective</li></ul>
 <b>5. DESIGN &amp; GRAPHICS</b>	<ul style="list-style-type: none"><li>• What to Consider with Page Layout and Font Choice</li><li>• How to Style a Document to Best Effect</li><li>• Why Graphics have Impact and How to Best Use Them</li></ul>
 <b>6. PUBLISHING &amp; PRESENTING</b>	<ul style="list-style-type: none"><li>• What to Consider with Page Layout and Font Choice</li><li>• How to Style a Document to Best Effect</li><li>• Why Graphics have Impact and How to Best Use Them</li></ul>
 <b>7. REVIEWING &amp; READINESS</b>	<ul style="list-style-type: none"><li>• What to Look out for when Compiling a Finished Response</li><li>• How to Present Powerfully in person &amp; Using Powerpoint</li></ul>
 <b>WORKSHOP WRAP UP</b>	<ul style="list-style-type: none"><li>• Review of Key Learnings</li><li>• Overview of Take-away Pack</li><li>• Questions &amp; Answers</li></ul>

## YOUR FACILITATORS



Robert Machin's career spans more than 30 years management experience in a variety of industries. His industry experience includes healthcare, construction, insurance, finance.



Matt Milgrom has enjoyed a 15 year career as a Project Manager, Graphic Designer and an Advertising and Business Copywriter in the IT, healthcare and advertising industries.

## WHY TENDER SUCCESS?

- ✓ We've won tenders for clients since 1989
- ✓ More than \$20bn of Business Won
- ✓ We're tender-only specialists
- ✓ Our Principals are certified trainers (TAE Cert IV) & Experienced Public Speakers