



Consulting and Training | Reach New Heights

Course Name

Competitive Bidding

Sector Name

Procurement & Supply Chain Operations

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Competitive Bidding

Course Introduction

In a competitive global economy, mastering the art and science of tendering and bidding is a critical capability for any procurement, sales, or business development professional. Whether in government, infrastructure, or corporate procurement, the ability to develop compelling, compliant, and commercially sound bid submissions can make the difference between winning and losing multi-million-dollar contracts.

The **Competitive Bidding Masterclass** is a comprehensive program designed to build strategic and practical skills in tender/bid management. Participants will learn to analyze tender opportunities, assess internal readiness, prepare high-quality proposals, mitigate bid risks, and negotiate favourable outcomes. With a focus on both technical structure and persuasive strategy, this course provides an end-to-end approach to bid success.

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Competitive Bidding

Target Audience

- ✓ Procurement & Contract Professionals
- ✓ Bid & Tender Managers
- ✓ Project Managers
- ✓ Business Development & Sales Teams
- ✓ Legal & Commercial Officers involved in proposal development
- ✓ Public Sector Officers involved in government bidding and tenders

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Learning Objectives

- ✓ Understand the full tendering lifecycle and the core components of a competitive bid
- ✓ Evaluate tender documents and assess internal feasibility and compliance requirements
- ✓ Build structured, high impact bid submissions aligned with buyer expectations
- ✓ Apply tools like Work Breakdown Structures, Gantt Charts, and Risk Matrices for planning
- ✓ Develop strategic pricing, commercial positioning, and value-based responses
- ✓ Navigate clarification meetings, post-bid negotiations, and contract finalization
- ✓ Reflect on bid team roles, communication flows, and lessons learned for future improvement

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Course Outline

✓ DAY 01

Introduction to Competitive Tendering and Bidding

- ✓ Understanding Tenders and Bids in Modern Procurement
- ✓ Types of Tendering: RFP, RFQ, RFI, ITT
- ✓ Bid Lifecycle: From Opportunity to Submission to Award
- ✓ The Strategic Role of Bid Management in Business Success
- ✓ Bid Governance and Ethical Considerations
- ✓ Roles and Responsibilities: Building the Right Bid Team

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Course Outline

✓ Day 02

Internal Feasibility and Strategic Planning

- ✓ Bid/No-Bid Decision Criteria
- ✓ Analysing Tender Requirements: Mandatory vs. Desirable
- ✓ Setting Bid Objectives and Success Metrics
- ✓ Internal Readiness Checklist: Capacity, Capability, Cost
- ✓ Budgeting Approaches: Top-Down vs. Bottom-Up

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Course Outline

✓ Day 03

Developing a Winning Bid

- ✓ Understanding Bid Specifications and Technical Criteria
- ✓ Writing Compelling Executive Summaries and Value Propositions
- ✓ Aligning with Evaluation Criteria for Maximum Scoring
- ✓ Building Compliance Matrices and Response Checklists
- ✓ Graphics, Layout, and Document Formatting Best Practices
- ✓ Managing Subject Matter Experts (SMEs) and Contributors

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Course Outline

✓ Day 04

Risk, Time, and Team Management in Bidding

- ✓ Bid Risk Identification and Mitigation Planning
- ✓ Critical Path Method (CPM) and Gantt Chart Development
- ✓ Stakeholder Communication and Sign-off Processes
- ✓ Controlling Bid Versions and Submissions
- ✓ Ensuring Quality Assurance and Internal Review Cycles

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Course Outline

✓ Day 05

Bid Submission, Negotiation & Post-Evaluation

- ✓ Finalizing and Submitting the Bid Package
- ✓ Pre-Bid and Post-Tender Clarification Meetings
- ✓ Navigating Negotiations and Commercial Discussions
- ✓ Understanding Award Criteria and De-briefs

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
Oct. 12, 2026	Oct. 16, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Sept. 20, 2026	Sept. 24, 2026	5 days	4250.00 \$	KSA , Riyadh
April 6, 2026	April 10, 2026	5 days	4950.00 \$	Spain , Madrid

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