



Consulting and Training | Reach New Heights

Course Name

Bid Costing & Pricing Essentials

Sector Name

Sales, Marketing and Customer Service

Document Type

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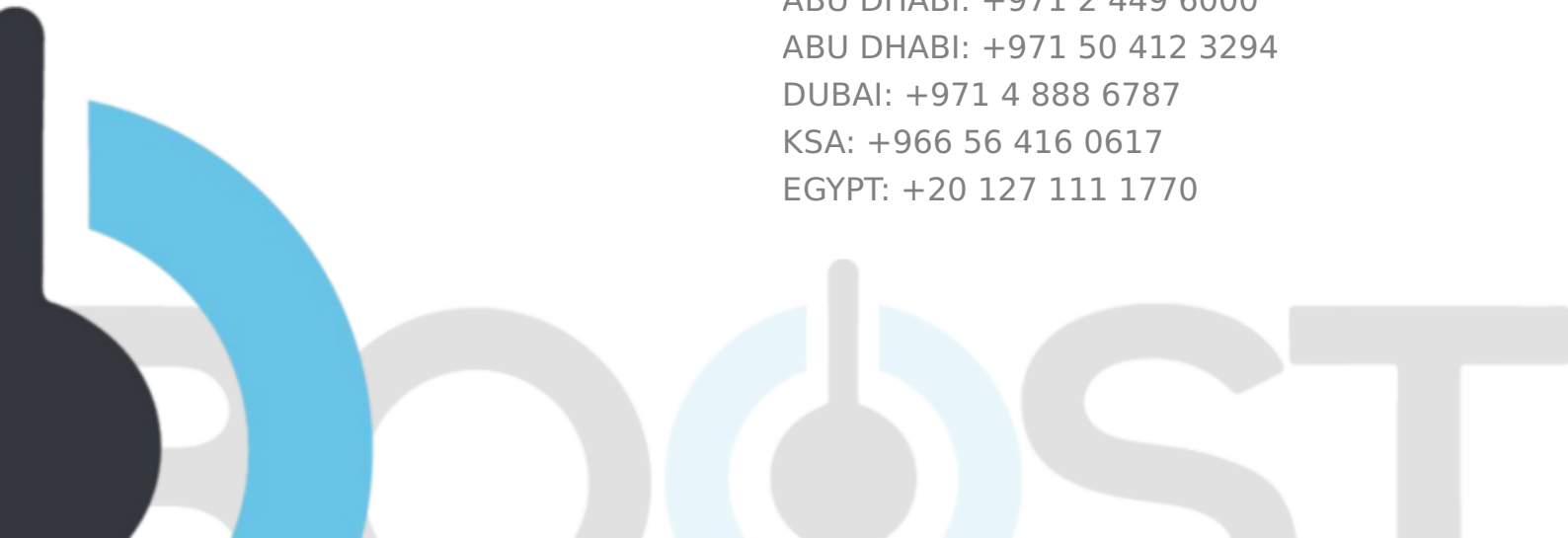
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Bid Costing & Pricing Essentials

Course Introduction

Effective bid pricing requires a structured understanding of costs, margins, and pricing strategies. This program provides participants with foundational knowledge and practical techniques to calculate costs accurately, structure competitive prices, and ensure profitability in bidding processes. It equips professionals with the essential tools needed to prepare financially sound and compliant bid submissions.

Training Course Methodology

The training course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course will use lectures and presentations, exercises, experiential and exposure to real world problems and policy choices confronting delegates.

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Bid Costing & Pricing Essentials

Target Audience

- ✓ Bid Managers
- ✓ Proposal Managers
- ✓ Tender Managers

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Learning Objectives

- ✓ Understand the fundamentals of costing and pricing in bid environments.
- ✓ Identify direct, indirect, and overhead cost components.
- ✓ Calculate cost structures accurately for different types of bids.
- ✓ Apply basic pricing strategies to maintain competitiveness and profitability.
- ✓ Ensure pricing compliance with tender requirements.

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Course Outline

✓ DAY 01

Introduction to Bid Pricing Fundamentals

- ✓ Overview of bid pricing in competitive environments
- ✓ Understanding cost vs. price vs. value
- ✓ Key components of a pricing structure
- ✓ Roles and responsibilities in pricing development
- ✓ Common pricing mistakes in bids

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Course Outline

✓ Day 02

Cost Identification and Allocation

- ✓ Direct costs (labor, materials, equipment)
- ✓ Indirect costs and overhead allocation
- ✓ Fixed vs. variable cost structures
- ✓ Cost breakdown structures (CBS)
- ✓ Estimating costs with limited information

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Bid Costing & Pricing Essentials

Course Outline

✓ Day 03

Pricing Strategies in Bidding

- ✓ Cost-plus pricing fundamentals
- ✓ Competitive pricing approaches
- ✓ Value-based pricing basics
- ✓ Pricing for different contract types (lump sum, time & materials)
- ✓ Understanding market positioning

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Bid Costing & Pricing Essentials

Course Outline

✓ Day 04

Pricing Strategies in Bidding

- ✓ Cost-plus pricing fundamentals
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Course Outline

✓ Day 05

Pricing Compliance and Submission

- ✓ Aligning pricing with tender requirements
- ✓ Preparing pricing schedules and BOQs
- ✓ Internal review and approval processes
- ✓ Basic pricing documentation standards
- ✓ Post-bid pricing review and lessons learned

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	2150.00 \$	Virtual , Online
Nov. 1, 2026	Nov. 5, 2026	5 days	4250.00 \$	KSA , Riyadh
Aug. 9, 2027	Aug. 13, 2027	5 days	4250.00 \$	UAE , Dubai
April 5, 2027	April 9, 2027	5 days	4950.00 \$	Turkey , Istanbul

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