



Consulting and Training | Reach New Heights

Course Name

Bid Management Essentials

Sector Name

Sales, Marketing and Customer Service

Document Type

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Bid Management Essentials

Course Introduction

Success in competitive bidding starts with a solid understanding of the bid process and the fundamentals of managing opportunities effectively. This program provides participants with practical skills to manage bids from opportunity identification to submission. It focuses on understanding client requirements, preparing compliant proposals, and coordinating team efforts to deliver professional bids that increase win probability.

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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Target Audience

- ✓ **Business Development & Sales Teams**
- ✓ **Business Development Managers**
- ✓ **Sales Directors**
- ✓ **Key Account Managers**

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Learning Objectives

- ✓ Understand the fundamentals of bid management and lifecycle stages.
- ✓ Assess bidding opportunities and client requirements.
- ✓ Structure and develop compliant and professional proposals.
- ✓ Coordinate basic bid activities across teams.
- ✓ Monitor bid progress and ensure timely submission.

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Course Outline

✓ DAY 01

Introduction to Bid Management

- ✓ Overview of bid management and its importance
- ✓ Types of bids and tender processes
- ✓ Key roles and responsibilities in bid management
- ✓ Understanding bid evaluation criteria
- ✓ Compliance and documentation basics

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Course Outline

✓ Day 02

Opportunity Assessment

- ✓ Identifying suitable bid opportunities
- ✓ Understanding client requirements and specifications
- ✓ Evaluating win potential and risks
- ✓ Prioritizing opportunities for action
- ✓ Basic market and competitor awareness

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Course Outline

✓ Day 03

Proposal Development Basics

- ✓ Structure of a winning proposal
- ✓ Writing clear and concise content
- ✓ Aligning proposal sections with client needs
- ✓ Preparing supporting documentation
- ✓ Maintaining consistency and compliance

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Course Outline

✓ Day 04

Coordinating Bid Activities

- ✓ Managing timelines and submission schedules
- ✓ Collaborating with internal teams
- ✓ Using templates and tools for efficiency
- ✓ Communicating effectively with stakeholders
- ✓ Tracking progress and resolving bottlenecks

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Course Outline

✓ Day 05

Submission and Post-Bid Basics

- ✓ Preparing final bid packages for submission
- ✓ Quality checks and compliance review
- ✓ Post-bid evaluation introduction
- ✓ Learning from wins and losses
- ✓ Building foundational skills for continuous improvement

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 26, 2027	April 30, 2027	5 days	2150.00 \$	Virtual , Online
Nov. 8, 2026	Nov. 12, 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 \$	Greece , Athens

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