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Course Name

Essentials of Bidding Skills

Sector Name

Sales, Marketing and Customer Service

Document Type

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Essentials of Bidding Skills

Course Introduction

Winning bids depend on more than just opportunity selection—it requires well-structured, client-focused proposals. This program focuses on the foundational skills of bid preparation and proposal writing, helping participants understand how to analyze client needs, structure content effectively, and present solutions that meet evaluation criteria. Participants will gain confidence in producing professional, persuasive bids while adhering to deadlines and standards.

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 Representatives

✓ Sales Support Staff

✓ Account Managers

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Essentials of Bidding Skills

Learning Objectives

- ✓ Understand the key elements of a successful bid proposal.
- ✓ Analyze client requirements and evaluation criteria.
- ✓ Prepare clear, structured, and persuasive proposals.
- ✓ Manage time and resources effectively during bid preparation.
- ✓ Apply basic bid management practices to ensure compliance and quality.

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Essentials of Bidding Skills

Course Outline

✓ DAY 01

Introduction to Bidding

- ✓ Understanding bids and tenders
- ✓ Importance of bidding skills in business success
- ✓ Roles in the bid process
- ✓ Overview of bid lifecycle
- ✓ Common pitfalls in bidding

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Course Outline

✓ Day 02

Understanding Client Needs

- ✓ Analyzing tender documents and specifications
- ✓ Identifying client objectives and priorities
- ✓ Evaluating evaluation criteria
- ✓ Basic competitor analysis
- ✓ Assessing feasibility and fit

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Course Outline

✓ Day 03

Structuring and Writing Proposals

- ✓ Proposal structure and key sections
- ✓ Writing clear and client-focused content
- ✓ Presenting solutions effectively
- ✓ Using templates and guidelines
- ✓ Aligning proposals with client needs

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Course Outline

✓ Day 04

Coordinating Proposal Inputs

- ✓ Gathering inputs from different teams
- ✓ Managing timelines and version control
- ✓ Ensuring quality and compliance
- ✓ Basic team communication and coordination
- ✓ Handling last-minute changes

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Course Outline

✓ Day 05

Submission and Feedback

- ✓ Finalizing and submitting proposals
- ✓ Post-submission follow-up best practices
- ✓ Introduction to post-bid evaluation
- ✓ Learning from successes and mistakes
- ✓ Developing a plan for improving bidding skills

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 27, 2027	July 1, 2027	5 days	4250.00 $	KSA , Riyadh
Nov. 29, 2026	Dec. 3, 2026	5 days	2150.00 $	Virtual , Online
Aug. 9, 2027	Aug. 13, 2027	5 days	4950.00 $	England , London
April 5, 2027	April 9, 2027	5 days	4250.00 $	UAE , Dubai

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