



**CD based
Bid Management Training**
from Biz Guru Ltd

**The Missing Piece from the
Bidding Process**

Taking you from Wish to Win!



Key Benefits From Attending These Training Courses

- ❖ **Develop** a winning bid management methodology.
- ❖ **Learn** the skills of how to set up your own bid environment.
- ❖ **Design** your own bid management ToolKit™ to help you prepare your bids.
- ❖ **Design** key methods and procedures that you will use in your company.
- ❖ **Explore** your company's strengths and bidding abilities.
- ❖ **Understand** the key processes necessary to deliver high quality winning bids within tight deadlines.
- ❖ **Gain** the ability to recognise and mitigate risks
- ❖ **Handle** problematic proposal requests.
- ❖ **Appreciate** how to differentiate your bid from your rivals and ensure that your proposal stands out from all the others.
- ❖ **Investigate** how to produce a winning solution that will place you “head and shoulders” above your competitors.
- ❖ **Produce** costing and pricing models that will ensure that all your bids are profitable.
- ❖ **Discover** how to prepare tenders and proposals that demonstrate an understanding of your client's requirements.
- ❖ **Learn** how to work with partners and sub contractors.
- ❖ **Achieve** the skills to define you solutions and write compelling and winning proposals.
- ❖ **Interact** with an experienced, approachable international bid manager.

As the world fights off a recession it is becoming ever more important that companies can compete for business and write compelling and winning bids. It is thus critical for a business to be able to differentiate themselves from their competitors, mitigate their risks and design profitable solutions.

We have produced three courses that will take you through the **SuperBid Methodology**, help you build a set of bidding tools and set up your bidding environment so that you can produce quality bids within a tight deadline. Each course will delve into bidding strategies and risk management, allowing you to write

Our Courses

The courses will provide the attendees with in-depth bid management skills and an overview of project management such that they can produce a winning proposal for a bid or proposal.

They are a mixture of slides, training, discussions, questions and answers, active learning opportunities and workshops based on lifelike scenarios. Considerable interaction with a very experienced international bid manager will be encouraged.

OnTrack Bid Management: This course is suitable for bid managers who prepare and manage bids as their full time job. It explains how to set up and manage bid environments, design and produce bids, cost them and mitigate risks. It includes how to manage very large and cross-country bids. There are several workshops within the course, allowing the delegates to practice and challenge.

OnTrack Winning Solution: Is a course for managers, who produce bids as part of their work. It includes details of how to produce a winning solution as well as set up and manage a winning proposal. It is aimed more at producing small and medium sized bids with less risk attached.

OnTrack Effective Bid Management: Is a much more detailed two-day course that includes elements of both the above courses, but digs a lot deeper. It includes step-by-step instructions to setup your own Bid Toolkit™. Strategies and risk profiles are discussed and designed. It is aimed at bid managers who work on medium to very large bids, cross country bids and companies that lead large conglomerate bids. Even experienced bid managers will learn and develop their skills from this course.

Who Should Attend?

Bid managers, bid writers, project managers, contract managers, commercial managers, business development managers, evaluators, negotiators, key account managers, sales managers and any other executives with responsibility for all or part of the bid process.

From: IT, Business, Gas and Oil, Telecoms, Building, Engineering, Fulfilment, General Business, World Bank, Country Infra Structure Projects and Government RFP's.



Course Provider: Ms Lee Lister
“The Bid Manager”
Biz Guru Ltd

International Bid Manager

20 years Bid Management

30 Years Business Consultancy

Numerous International Infrastructure Bids,
Large Bids, PFI Bids

Expertise Recognised by The World Bank

Approachable, Professional, Experienced
Trainer, who trains and explains with
examples, patience and humour.

**Bid Management THE skill that takes your
company from Wish To Win!**

This course will provide you with the key bid management skills and several workshops and question sessions and practice them with as well as considerable input from an experienced bid manager.

You will learn how to improve your chances of winning that proposal whilst minimising your risk and maximising your profit.

Whether you produce small proposals or large bids, this course will guide you to the winning solution.

Course Details

Effective Bid Management

Setting Up Your Bid Environment and Preparing To Bid

What Is Bid Management?

Bid introduction. A general overview of what bid management is as well as the bid manager's role in their company.

SuperBid© Methodology

SuperBid© overview. An introduction to the SuperBid© Methodology and a detailed look at the:

- Staged processes from deciding whether to bid through to submitting the bid.
- Bid reviews and controls that manage your winning bid.
- An optimum bid team and who does what, when.
- Bid tool kit which we will spend time producing.

Setting Up Your Bid Environment

We will look at setting up your company bid environment, which will include:

- The costing model.
- The bid library.
- The bid war room.
- The bid factory.
- The Red Team.
- The bid team.

Preparing Your Company

We will investigate how you can prepare your company for a major bid and produce a number of documents that will help you:

- Review your current and required resources.
- Understand what your company's capabilities are.
- Discuss the importance of partnerships and joint ventures.
- Identify your company's core capabilities.
- The importance of partnerships.

Spotting the opportunities

We will discuss:

- What to look for and where to find potential bids.
- How to match your core capabilities to what is required.
- How to identify the "Show Stoppers" that say 'don't bid'.

Course Details

Effective Bid Management

Setting Up Your Bid Environment and Preparing To Bid

What Exactly Does The Client Want?

Often what the client actually wants and needs is not what they are asking for. Sometimes the RFP (Request For a Proposal) hides unusual requests or is slanted to a competitor. We will discuss how to:

- Interpret the proposer's requirements.
- Find their Hot spots – what they will get excited about.
- Identify the traps that may be lurking in the RFP.

Bid Strategy

This is the big decision that could lose your company a lot of money and loss of face – or better still make a great profit! We will look at:

- Matching your company's capabilities to the client's needs?
- Whether you can really do it and still make a profit?
- How to prepare a business case.
- Undertake a SWOT Analysis.
- Look at the Project Feasibility.
- The Cost v Profit v Risk.
- Your Key Selling Points (KSP's).
- Your Selling Hooks.
- Non compliance issues.

Bid Risk Management (All or part of this module may be moved to Day 2)

We will look at understanding and planning for risk within a proposal. This is a complex area that can make the difference between success and failure, profit and loss so some time will be spent on identifying and mitigating the Contractual, Financial, Project and Internal risks. We will look at:

- Identifying, measuring and mitigating risks including building a risk matrix.
- IPR's (Intellectual Property Rights) and copyrights
- Typical risks that you should look out for.

Course Details

Effective Bid Management

Defining Your Solution and Writing Your Proposal

Project Management Basics

In order to produce a viable solution it is important to understand the basics about project management. To this end, we will look at a very simple project methodology that will allow you to understand:

- How to produce a good project plan.
- The change control process.
- How to manage your project effectively.
- How to put together your winning project solution.

What Can Go Wrong?

It is important that you understand what can go wrong so that you don't do it! Here we look at:

- Why bids fail.
- Why you don't make a profit.
- Why projects go wrong.
- What lessons we can learn from past bids.

Bid Definition

We will investigate how to put everything together. This will include:

- The structure of a typical bid.
- How you deal with Selling Hooks and Key Selling Points.
- How to use caveats to manage risks, non-compliance and potential problem areas.

Pricing

Setting your price can often be the win/lose part of your bid and not every project is awarded to the lowest bidder! In this part we will look at all the constituents of costing up your bid as well as how to deal with international bids.

Designing And Presenting Your Bid

The way that you present your bid is very important, particularly with large bids that can often be very complex. It is important to emphasise strong points and hide your weaker areas. We will investigate:

- The best way to physically present your solution.
- How you satisfy the needs of your client.
- How to hit their hot spots.
- The best way to subtly promote your own company.

Course Details

Effective Bid Management

Defining Your Solution and Writing Your Proposal

Bid Production

With many bids, it can be quite difficult to physically produce the bid, particularly with the secrecy that is required. In this module we will look at:

- The war room.
- The red team.
- The bid factory.
- Assigning work.
- Bid administration.
- Dealing with sub contractors.

The course will have a considerable number of workshops and question and answer sessions so that lessons can be fully discussed and learned. If your company has a particular bid they wish to review or prepare for then this can be undertaken during the course work.

At the end of this course attendees will have a detailed understanding about:

- The SuperBid© methodology.
- Working tools to help them setup, run and manage a bid.
- How to set up a bid environment.
- What goes into a pricing model?
- How to find RFP's and which ones are likely to be suitable to bid on.
- How to undertake a SWOT Analysis and Feasibility Study.
- Where to find bid risks, measure them and mitigate for them.
- An easy-to-understand project management methodology.
- How to define a winning solution in answer to an RFP.
- How to set up a bid strategy that will help you decide how to approach the bid.
- How to define and present a compelling bid.
- How to set up a pricing model and use it to capture all the bid and project costs as well as put your company in a great position to win a bid.
- How to physically produce a large bid.
- Understand what can go wrong and how to learn from it!
- The opportunity to practise the lessons using scenarios and question and answer sessions with an experienced bid manager.

Course Details

FastTrack Bid Management

What Is Bid Management?

Bid introduction. A general overview of what bid management is as well as the bid manager's role within their company.

SuperBid© Methodology

SuperBid© overview. An introduction to the SuperBid© Methodology and a detailed look at the:

- Staged processes from deciding whether to bid through to submitting the bid.
- Bid reviews and controls that manages your winning bid.
- An optimum bid team and who does what, when.
- Bid tool kit which we will spend time producing.

Bid Strategy

In order to efficiently and effectively produce a winning bid, it is important to have a good bid strategy that everyone understands. In this module we will look at:

- Should we do it?
- Can we do it?
- The Cost v Profit v Risk.
- Your Key Selling Points (KSP's).
- Your Selling Hooks.
- Any non-compliance issues.
- What are evaluators looking for?

Bid Risk Management

We will look at understanding and planning for risk within a proposal. This is a complex area that can make the difference between success and failure, profit and loss so some time will be spent on identifying and mitigating the Contractual, Financial, Project and Internal risks. We will look at:

- Identifying, measuring and mitigating risks including building a risk matrix.
- IPR's (Intellectual Property Rights) and copyrights
- Typical risks that you should find and review.

Bid Definition

We will investigate how to put everything together. This will include:

- The structure of a typical bid.
- How you deal with Selling Hooks and Key Selling Points.
- How to use caveats to manage risks, non-compliance and potential problem areas.

Course Details

FastTrack Bid Management

Bid Production

With many bids, it can be quite difficult to physically produce the bid, particularly with the secrecy that is required. In this module we will look at:

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- The red team.
- The bid factory.
- Assigning work.
- Bid administration.
- Dealing with sub contractors.

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- The SuperBid© methodology.
- Working tools to help them setup, run and manage a bid.
- How to set up a bid environment.
- What goes into a pricing and costing model?
- How to find RFP's and which ones are likely to be suitable to bid on.
- Where to find bid risks, measure them and mitigate for them.
- How to set up a bid strategy that will help you decide how to approach the bid.
- How to define and present a compelling bid.
- How to physically produce a large bid.
- Understand what can go wrong and how to learn from it!

Course Details

FastTrack The Winning Solution

What Is Bid Management?

Bid introduction. A general overview of what bid management is as well as the bid manager's role within their company.

Spotting the opportunities

- What to look for
- Matching your core capabilities
- Show Stoppers
- The business case

Can we do it?

- Match your capabilities to their needs
- Can you really do it and still make a profit?
- Project feasibility

SuperBid© Methodology

SuperBid© overview. An introduction to the SuperBid© Methodology and a detailed look at the:

- Staged processes from deciding whether to bid through to submitting the bid.
- Bid reviews and controls that manages your winning bid.
- An optimum bid team and who does what, when.
- Bid tool kit which we will spend time producing.

Bid Presentation

- Presenting your solution
- Satisfying the needs
- Hitting the hot spots
- Promoting yourself

Preparing Yourself

- Reviewing your resources
- What are your capabilities
- The importance of partnerships
- Your costing model
- Your core capabilities

What exactly do they want?

- Interpretation of the proposer's requirements
- Hot spots – what they will get excited about

Course Details

FastTrack The Winning Solution

Planning your Bid

- How are you going to do it?
- Project Management basics
- Architecting your solution

Bid Risk Management

We will look at understanding and planning for risk within a proposal. This is a complex area that can make the difference between success and failure, profit and loss so some time will be spent on identifying and mitigating the Contractual, Financial, Project and Internal risks. We will look at:

- Identifying, measuring and mitigating risks including building a risk matrix.
- IPR's (Intellectual Property Rights) and copyrights
- Typical risks that you should for.

What can go wrong?

- Why bids fail
- Why you don't make a profit
- Lessons learnt

The course will have a number of workshops and question and answer sessions so that lessons can be fully discussed and learned. If your company has a particular bid they wish to review or prepare for then this can be undertaken during the course work.

This training course will enable you to not only prepare yourselves but also present your capabilities and strengths in the best possible manner.

You will learn how prepare your company in order to spot the bidding opportunities that you can confidently apply for.

Preparing the proposed solution is always a problem for companies that do not normally undertake project management. This course provides the basics of project management and how to define the proposed solution to the tendering body.

Risk costs money and is often the difference between making a profit and making a major mistake. This course will help you understand how to identify and mitigate risks found lurking in those invitations to tender documents.

IPR's and copyrights should always be protected and we show you how.

You will learn about what can go wrong with a bid and how you can learn the lessons for the future.

Ensuring that you produce a winning proposal that highlights your organisation's strengths and hides your weaknesses is one of the key lessons to be learnt.

Costs

CD Based Training Course	\$	£
OnTrack Effective Bid Management [®]	300	200
OnTrack Bid Management [®]	175	120
OnTrack Designing Winning Solutions [®]	175	120
OnTrack Funding For Profit [®]	175	120
OnTrack to Writing Winning Proposals [®]	175	120
OnTrack to Perfect PQQs [®]	125	90
OnTrack Bid ToolKit [®]	125	90
OnTrack Project Management [®]	175	120
OnTrack Consultancy [®]	175	120
OnTrack Business Analysis [®]	175	120

Terms

Delivery costs to America, Asia, Australia, New Zealand and Europe are included. For other countries, there will be an extra delivery charge.

All fees should be paid in \$s and can be paid as follows:

- ❖ Directly on the Web Site: All of our sites are able to take your credit card payments very securely, using the internationally renowned PayPal.com
- ❖ Alternatively you may, by prior arrangement, transfer the costs direct to our bank account.
- ❖ A receipt will be sent with all orders.

If you would like to discuss your company's training needs please contact Ms Lee Lister
on sales@bizguruserVICES.com
or 020 3239 6969

I look forward to hearing from you.

Lee Lister
Principal Trainer and Director

Lee Lister, the director of Biz Guru Ltd, is a Management Consultant, Bid and Program Manager with more than 25 year's management and consultancy experience and more than 20 year's program and project management experience in projects for Banking, Finance, Insurance, Leisure and Government bodies. She also has more than 16 years bid management experience ranging from bids for medium companies to large international and countrywide bids.

She has worked and trained all over the world. Whilst working in the Far East she became a recognised expert on preparing and evaluating large World Bank Proposals (infrastructure and business process projects within developing countries). She also consulted on setting the World Bank Bid Evaluation Criteria.

Lee has managed many large teams, including numerous sub-contractors, sometimes over several countries. She was Bid Manager for several large banking infrastructure proposals (>£1.5m), Philippines' Social Services System (£33m) and consultancy on bid specifications for tax projects in China and Cambodia. These bids included proposals involving large-scale deployment of hardware, applications and staff around "third world countries" as well as outsourcing full business processes. Her experience encompasses, bid management, bid evaluation, negotiation, bid training and consultancy.

This expertise was acknowledged by an invitation to be the principle speaker at an International Business Development Conference in Washington, USA. She has also consulted at very senior and level and with government officials in several countries. She has also managed large programmes of work.

She has written her own bid management methodology called SuperBid as well as actively training in Bid Management. She has set up numerous bid management environments in medium and large companies and her training courses have sold all over the world. On the Internet she is known as The Bid Manager and owns and manages www.bid-manager.com, www.bidtraining.com and www.TenderWriting.com

She is a published author of 16 books including three on Bid Management and one on Project Management – *FastTrack® Bid Management*, *FastTrack® The Winning Solution*, *Proposal Writing For Smaller Businesses* and *FastTrack® Project Management* which can all be found in major online book stores.

