

## Competitive Tendering Skills Workshop

One day in-house skills workshop

### Objectives

#### This is a one day in-house skills workshop.

It's about improving your ability to compete on non-price factors – such as competing on

- » Quality
- » Relevant track record
- » Uniqueness of service
- » Uniqueness of methodology
- » Good work practices
- » Capacity to relate to the client

Previous attendees include consultants from a wide range of industries and professions, builders and people from the construction industry, and service providers to governments.

The seminar is not about how to reduce costs.

You will develop an understanding of the current marketplace and learn organisational and personal skills to respond effectively.

It is practical and based on your examples. These can be upcoming tenders or ones previously submitted.

There will be time for participants to identify and practice the planning and writing skills necessary to compete successfully and increase business through the tender process.

### Topics

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The tendering process  
 Costing & pricing  
 Types of tenders  
 Strategies  
 Competition analysis / Risk  
 'Bid' or 'No bid' decision  
 Skills development  
 Analysis of a tender document  
 Writing a tender  
 Summary / key leaning points

#### Optional Topics

Relationship marketing strategies for winning fee based services  
 Key Client programs

#### Pre workshop

Clarification of your needs  
 Your tendering objectives – target clients, environment, history  
 Your business development strategy  
 Needs of workshop participants

### Benefits

- » You specify what you want to learn
- » Every efficient and effective use of your time – develop your own firm's approach
- » Learn how to prepare a tender document that sells your business
- » Learn how to prepare your business for the competitive tendering process

### Program

- » Develop an action plan for immediate implementation of new skills and knowledge
- » Become aware of how tenders are evaluated, so you will know how to present yourself as a credible supplier
- » Implement a more effective tender strategy
- » Receive a comprehensive manual for reference when you are tendering

### Presenter

- » We use a number of presenters depending upon the sectors in which the client wants to tender
- » All presenters are experienced trainers who provide focused and practical workshops
- » Visit [www.consultanttraining.com.au](http://www.consultanttraining.com.au) for dates of other workshops for developing fee based business

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### Questions To Be Answered

- » Do you know the generic evaluation criteria for tender evaluation?
- » Do you know the key selection criteria for your state government?
- » Do you know how to apply these principles to tendering in the private sector?
- » Can you identify the steps to organise your business for successful tendering?

### Testimonials

**Gadens Lawyers** engaged us to run this workshop for their clients in their Sydney, Melbourne and Brisbane offices. The series was well received in Melbourne that it ran in Brisbane and Sydney and then a re-run for additional clients the next year.

**'Immediately useable, practical, and covered a substantial amount of relevant material...'**

- Deanne McDonald-Ferrito, Transfield, Brisbane

**'The workshop provided me with the opportunity of developing solid methodical skills for analysing and developing competitive tenders'**.

- Chris Durkin, Computer Programmer, Sydney

**'The Competitive Tendering Skills Workshop is very informative, has widespread application and the presenter engaged my interest'**.

- Gregory Fry, Landscape Architect, Melbourne

### More Information

This workshop is customised to meet your specific situation.

Contact Ian Benjamin of Consultant Training Australia to discuss your requirements.

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