

**Bid Leaders Program (BLP)** is a highly interactive two day program to develop the skills and processes for winning profitable projects and achieving success with your clients. It takes the participants through how to win bids and then provides a structured approach to be able to do it, whether they are large, medium or small bids.

Bids tend to be won and lost due to the 4P's of Bid Management, namely:

- **People:** The people we put forward, their experience, skills, and their relationship with the client.
- **Product:** The solution we put forward, its features and benefits, process, methodology and quality.
- **Price:** How much the people and the solution are going to cost.
- **Politics:** The relationship with the client and stakeholders, and their relationship with each other.

We look at all aspects of Bid Management and provide the tools and techniques to smoothly navigate the process.

## Who should attend?

BLP is for all major Bid and Account Teams focusing on winning major deals either within existing accounts or with new clients. This includes Sales, Marketing and Technical team members and also their managers.

## Program Outline

- What is a bid and what wins bids?
- Bid Process
  - Bid Classification Phase
  - Bid Proposition Phase
  - Content Creation Phase
  - Presentation and Negotiation Phase
  - Key Themes and Next Steps

## Business Benefits

The business benefits of the *Bid Leaders Program* are to:

- Have a consistent process across the business to manage small, medium or large bids.
- Understand the bid process and how to lead winning bids.
- Save time and reduce stress on the bid.
- Have a better understanding of the clients requirements and match them to the project outcomes.
- Rigorously review the bid from Sales, Technical and Commercial perspectives to ensure that it meets company guidelines.
- Ensure bids deliver real commercial outcomes and positions the bid as part of a complete commercial relationship.
- Increase win-chance for the bid.



A fresh  
perspective  
on your  
performance