

Writing Winning Tenders

AN INTENSIVE AND HIGHLY PRACTICAL
— 2 DAY COURSE —

*"Success is where preparation
and opportunity meet."*

- Bobby Unser

*"Any person wishing to improve their
chances of winning more business
tenders should attend this course."*

*- Matthias Imrecke,
General Manager - GAC*



To enquire about the date of
the next public course:

Email Us: info@ismdubai.com

Call Us: 04 4573814



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*Advance your career...
achieve your goals*

ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

Writing Winning Tenders Introduction

Many organisations seek suppliers by requesting tenders or proposals. The challenge for a business is to submit a tender or proposal that emphasises their strengths and added value benefits, and differentiates them from other applicants.

This course will provide participants with practical strategies and tools to ensure that the structure, content and presentation of their tender or proposal will maximise the potential for success.

*Learnt a lot of new stuff.
ISM is a game changer.*
- *Rowland Fredricks*

Purpose of this course

The purpose of this course is to provide you with the tools and skills you need to successfully and consistently plan, write and submit proposals and tenders that will win you more business. You will be trained to develop bids that meet and exceed client requirements ensuring you are positioned to secure new business, whilst also setting your company up to achieve preferred supplier status.

On successful completion of the course delegates will be able to:

- Start, hold and end a convincing Presentation.
- Understand the different kinds of tenders and proposals.
- Learn all critical decision factors while developing a bidding strategy.
- Change perceptions for mutual benefits.
- Use and produce documents that sells.
- Calculate the chance of tendering success.

Key areas covered

01 ▶ Understanding different kinds of tenders and proposal.

02 ▶ Methods of using a written proposal to advance the sale.

03 ▶ The letter styles for documents that sell.

04 ▶ Best methods to follow-up the document.

05 ▶ Importance of investing time in a quality document that will provide a selling edge.

06 ▶ Calculating chance of tendering success.

07 ▶ Documents that sell the company and its' products.

08 ▶ Procedures and templates that will continue to provide quality documentation.

09 ▶ Use of documents to control the structure of the sale.

10 ▶ Better understanding of the sale profitability.

11 ▶ Changing perceptions for better understanding and empathy.

12 ▶ Critical decision factors while bidding.

**“Always
Deliver
More
Than
Expected.”
- Larry Page**

Training Method

The program is designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels in all sessions.

The program will be supported with a complete set of workbooks, handouts and reference material.

Participants

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.



Course Leader : Bill Levell

"The instructor was excellent, very easy to understand and I learnt a lot about myself and how to present."

- James Weeks

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.). Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation, he has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for 15 years.

COURSE REGISTRATION FORM

Writing Winning Tenders



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Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

01 CHOOSE YOUR PACKAGE

1 Delegate: 5,800 Dhs

2 Delegate: 11,600 Dhs

3 Delegate: 17,400 Dhs

4 Delegate: 23,200 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:	<input type="text"/>	Industry:	<input type="text"/>
Address:	<input type="text"/>	Postcode:	<input type="text"/>
Country:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

Authorized Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

04 INVOICE CONTACT AND PAYMENT - If different from above

Note: Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing	<input type="text"/>				
Tel:	<input type="text"/>	Fax:	<input type="text"/>	Email	<input type="text"/>

05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999
to receive your confirmation and delegate pack.



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