



*Training Course:  
Advanced Bid and Tender Management*

*28 July - 1 August 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Advanced Bid and Tender Management

Training Course code: MA234826 From: 28 July - 1 August 2025 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4500 € Euro

### Introduction

Advanced Bid and Tender Management Training Program is designed to provide participants with a set of highly desirable skills in managing the bid and tender process effectively and with accountability.

This comprehensive program addresses the topic from both the supplier and purchaser's perspectives, outlining the specific challenges associated with developing working relationships that are not only practical but ethical.

In addition, the course covers the following key topics:

- Developing procurement strategies
- Probity & accountability
- Effective negotiation skills
- Anti-corruption safeguards & systems
- Avoiding the 'underbidder' and 'race to the bottom'

Participants will leave the training with the necessary knowledge and skills to bid and tender effectively in a cut and thrust procurement environment, ensuring that every pound spent is accounted for.

### Target Audience

The Advanced Bid and Tender Management Training Program is suitable for a number of professional figures, including:

- Procurement Directors
- Business Owners / Managing Directors
- Chairmans
- Supplier Managers
- Supply Chain Consultants
- Buyers / Senior Buyers
- Operations Directors, Operations Managers
- Finance Managers

- Project Managers
- Operations Managers
- Executive Directors
- General Managers
- Divisional Heads
- Project Directors
- Project Engineers
- Project and Team Leaders
- Anyone responsible for or involved in Supplier Relationship Management

## Outlines

### Module 1

#### Introduction to bids and tendering

- What are Bidding and Tendering all about?
- What makes a good Invitation to Tender ITT?
- What makes a good Bid?
- Why is it important?

### Module 2

#### Understanding the procurement cycle

- The procurement lifecycle from A to Z
- It all starts here - identifying the need and writing the specification
- Strategic Sourcing - key to choosing the right supplier
- P2P Purchase to Pay

### Module 3

#### Stakeholder Management

- Stakeholder mapping - who do we need to involve?
- Stakeholder analysis
- Involving the stakeholders
- Communicating with the stakeholders

### Module 4

#### Identifying the need

- Business alignment and cross-functional working is key
- Baselining - where are we now, and where do we want to be?
- Gathering requirements
- Needs - not wants

## Module 5

### Markets, customers, and suppliers

- Analysing markets - Porter's Five Forces and other tools
- How do buyers look at suppliers?
- How do suppliers look at customers?
- Finding the match - the right supplier for the right customer

## Module 6

### Writing the specification

- From requirements to a specification
- What makes a good specification?
- What should and shouldn't it include
- Output- and outcome-based specifications

## Module 7

### The tendering process

- The tendering process from A to Z
- Fairness and transparency - avoiding corruption in all its forms
- Awarding the contract - with an emphasis on value
- Giving feedback to the bidders

## Module 8

### Putting together the Invitation to Tender ITT

- What's in a name - ITT, RFP, RFQ, and PQQ explained
- Who does what? - good organization is key to success
- Contents of a good ITT
- Starting with the end in mind - good evaluation criteria

## Module 9

### Understanding the sales cycle

- The sales lifecycle from A to Z
- Approaching the prospect
- Writing and presenting the bid
- Handling objections and closing the sale

## Module 10

### The bidding process

- The bidding process from A to Z
- To bid or not to bid - the bid /no-bid decision
- Writing, reviewing and submitting the bid
- Getting the response you want

## Module 11

### Putting together the bid

- What's in a name - is this an ITT, a PQQ, or something else?

- Who does what? - good organization is key to success
- Contents of a good bid
- It's all about winning!

#### Module 12

##### Bid evaluation

- Longlisting and shortlisting
- Bid evaluation techniques - informal and formal
- Weighting and scoring - keep it simple!
- Looking for value - all the time

#### Module 13

##### e-tendering

- What is e-tendering and how does it work?
- E-auctions
- The E-RFx
- Responding to an e-tender

#### Module 14

##### Soft skills for procurement and bid-writing professionals

- Communication skills for bidding and tendering
- Persuasion as a key selling skill
- Engagement and motivation
- The art of negotiation

## Registration form on the Training Course: Advanced Bid and Tender Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

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registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
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