



*Training Course:
Bid (Tender) Management*

*7 - 11 September 2026
Casablanca (Morocco)*

Training Course: Bid (Tender) Management

Training Course code: MA43568 From: 7 - 11 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Effective bid and tender management is essential for organizations seeking to secure contracts, win competitive opportunities, and achieve sustainable growth. This program, developed by [Global Horizon Training Center](#), provides a comprehensive understanding of the end-to-end tendering process—from opportunity identification to proposal submission and post-award management.

The course focuses on developing strategic, technical, and commercial competencies required to prepare winning bids. Participants will learn how to analyze tender requirements, coordinate cross-functional teams, manage risks, and develop competitive proposals that align with client expectations and organizational capabilities.

Course Objectives

By the end of this program, participants will be able to:

- Understand the full lifecycle of bid and tender management
- Analyze tender documents and client requirements effectively
- Develop competitive bidding strategies
- Prepare high-quality technical and financial proposals
- Coordinate internal teams and manage the bid process
- Identify and manage risks associated with bidding
- Ensure compliance with legal, contractual, and procurement requirements
- Improve proposal writing and presentation skills
- Enhance success rates in winning tenders

Target Audience

This program is designed for:

- Business Development and Sales Professionals
- Bid and Proposal Managers
- Procurement and Contract Professionals
- Project Managers and Coordinators
- Technical and Commercial Team Members involved in bidding
- Consultants and professionals engaged in tendering processes
- Anyone involved in preparing or managing bids and proposals

Outline

Day 1: Fundamentals of Bid and Tender Management

- Introduction to Tendering and Procurement Processes
- Types of Tenders Public, Private, Open, Selective
- Bid Lifecycle Overview
- Understanding Client Requirements and Tender Documents
- Roles and Responsibilities in Bid Management
- Go/No-Go Decision Making

Day 2: Bid Strategy and Planning

- Developing Winning Bid Strategies
- Market and Competitor Analysis
- Identifying Value Propositions and Differentiators
- Bid Planning and Scheduling
- Risk Identification and Mitigation in Bidding
- Resource Allocation and Team Coordination

Day 3: Proposal Development and Writing

- Structuring Technical and Commercial Proposals
- Writing Clear and Persuasive Content
- Compliance with Tender Requirements
- Pricing Strategies and Costing Models
- Document Control and Version Management
- Quality Assurance in Proposal Preparation

Day 4: Bid Submission and Evaluation

- Preparing for Bid Submission
- Presentation and Clarification Meetings
- Understanding Evaluation Criteria and Scoring
- Managing Client Queries and Negotiations
- Legal and Contractual Considerations
- Post-Submission Follow-Up

Day 5: Post-Award Management and Continuous Improvement

- Contract Award and Mobilization
- Lessons Learned and Bid Review
- Improving Future Bid Performance
- Building Long-Term Client Relationships
- Developing Bid Management Best Practices
- Case Studies and Practical Exercises

Registration form on the Training Course: Bid (Tender) Management

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