



*Training Course:
Advanced Bid and Tender Management*

*18 - 22 January 2027
Casablanca (Morocco)*

Training Course: Advanced Bid and Tender Management

Training Course code: MA234826 From: 18 - 22 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's competitive and highly regulated procurement environment, organizations must adopt advanced and strategic approaches to bidding and tendering to secure contracts and achieve sustainable growth. The [Advanced Bid and Tender Management](#) program is designed to equip professionals with the expertise required to manage complex tendering processes, develop winning bid strategies, and enhance organizational competitiveness.

This program covers the full bid lifecycle—from opportunity identification and pre-qualification to tender preparation, evaluation, negotiation, and contract award. It emphasizes the importance of aligning bid strategies with organizational objectives, understanding client requirements, and delivering high-quality, compliant, and competitive proposals.

Course Objectives

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

- Understand the complete bid and tender management lifecycle
- Develop effective bid strategies aligned with organizational goals
- Analyze tender requirements and evaluation criteria
- Prepare high-quality, compliant, and competitive bid submissions
- Apply pricing strategies and cost estimation techniques
- Identify and manage risks in the bidding process
- Enhance stakeholder coordination and communication during bids
- Apply best practices in tender evaluation and contract award processes
- Improve bid success rates through structured methodologies
- Manage post-award transition and contract handover

Target Audience

This program is designed for:

- Bid Managers and Proposal Managers
- Contracts and Procurement Professionals
- Business Development Managers
- Project Managers and Engineers involved in tenders
- Commercial and Sales Professionals
- Supply Chain and Procurement Specialists
- Legal and Contract Professionals

Outline

Day 1 - Bid and Tender Management Fundamentals

- Overview of the bidding and tendering lifecycle
- Types of tenders open, selective, negotiated
- Understanding client requirements and tender documentation
- Pre-qualification and eligibility criteria
- Bid/no-bid decision-making frameworks
- Stakeholder roles and responsibilities in bid management

Day 2 - Developing Winning Bid Strategies

- Strategic positioning and competitive analysis
- Understanding evaluation criteria and scoring models
- Developing value propositions and win themes
- Bid planning and scheduling
- Risk identification and mitigation in bidding
- Collaboration across internal teams

Day 3 - Preparing High-Quality Bid Submissions

- Structuring technical and commercial proposals
- Writing compelling executive summaries
- Pricing strategies and cost estimation techniques
- Compliance and documentation requirements
- Quality assurance and bid review processes
- Common mistakes and how to avoid them

Day 4 - Tender Evaluation and Negotiation

- Understanding tender evaluation methods
- Technical and commercial evaluation processes
- Clarifications and bidder interactions
- Negotiation strategies and techniques
- Managing client expectations and communication
- Contract award considerations

Day 5 - Post-Award Management and Continuous Improvement

- Transition from bid to project execution
- Contract handover and mobilization
- Lessons learned and bid performance analysis
- Improving future bid strategies
- Building a bid management framework within the organization

- Developing a continuous improvement culture

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

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