

BID BOOTCAMP.

SHINEBID

A black and white photograph of a person from the chest down, wearing a denim vest over a dark shirt. They are holding a dark-colored book with both hands. The book is open, and the text "WINNING STARTS WITH LEARNING" is overlaid in white, bold, sans-serif capital letters. The person's face is partially visible at the bottom of the frame.

WINNING STARTS WITH LEARNING

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

Abraham Lincoln

Bid Bootcamp will give you a rundown of everything thing you need to know to create a winning bid. We'll show you how to build a winning bid step by step and leave you with a toolkit of templates, checklists, and techniques to take away.

Bootcamp covers an overview of our bid winning masterplan through the following units:

UNIT 1

INTRODUCTION TO BIDDING

In this module, we'll identify the skills that are needed to deliver winning bids as well as the characteristics of effective and ineffective bid teams. We will explore the importance of positioning before the bid and understand how to kick your bid off.

UNIT 2

FOOLPROOF SYSTEMS; FOOLPROOF BIDS

We don't believe in chance winning. We believe in winning systems. In this module, we'll go through the bid winning masterplan and systems that we use internally at Shine on every bid, aligning these to your own systems. The systems ensure accountability and clarity and help us free up our minds so we can put our creative energy into developing solutions that delight the clients each time.

UNIT 3

INVESTING IN BID INTELLIGENCE

Bidding is an expensive business. To increase your chance of winning, you need to get your intelligence right to figure out if it is even worth putting in a bid. We'll teach you how to adopt an intel-driven bidding approach, an approach that starts well before the bid hits the market.

UNIT 4

DEVELOPING THE BID STRATEGY, WIN THEMES, THE BIG SELL AND TACTICS

We'll teach you how to develop a bid strategy that is focused on the client and capitalises on your strengths. You'll learn how to apply intelligence to define a bid strategy and themes which reflect client requirements and set you apart from the competition.

UNIT 5

WRITING A GREAT BID RESPONSE

You'll learn the techniques used by bidding professionals to create high-quality bid text quickly and consistently every time. We'll reveal how to scrutinise an evaluation matrix and hone your radar for detecting what evaluators really want to read to deliver winning responses.

UNIT 6

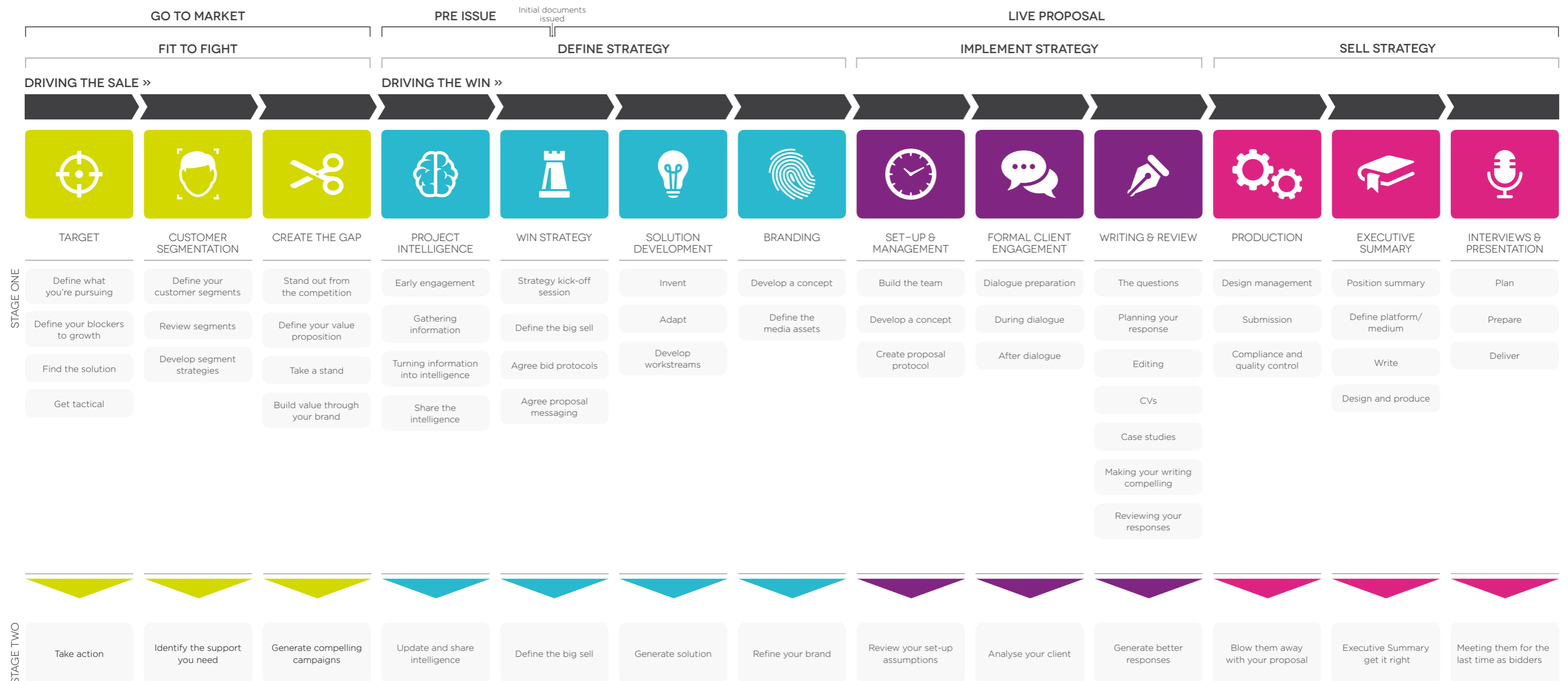
MAKING AN IMPACT THROUGH CLIENT ENGAGEMENT AND EXECUTIVE SUMMARIES

Every contact with the client counts but client engagement and executive summaries can often be neglected. We'll show you how to plan and prepare for every contact. We'll guide you through developing an executive summary, drawing on practical examples.

TAKEAWAY PACK

Your Bid Bootcamp presentation pack will contain the material covered on the day along with a wide variety of templates and checklists to keep you organised throughout the bidding process.

THE SHINE BID MASTERPLAN



DELIVERED BY WINNERS



DELIVERED BY **SUCCESSFUL BID PRACTITIONERS AND EXPERT FACILITATORS**

We have a win rate of 80% through RFP's and bids, having won over £10bn of work in the last 9 years. This one day, "from-good-to-genius" course facilitator team, is led by Kirsten Proctor, an experienced Bid Director with £billions of wins under her belt. Kirsten will share industry best practice and best-kept secrets relating to bid systems and protocols - all aiming to help you set your team up for bidding success.

All of our trainers are active and successful bid practitioners, they bring extensive and current knowledge of developing winning bids.



SHINEBID

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