



The Global BidMaster™ Program 2023

All the best practice in ten interactive on-line sessions
(10 online modules over 12 weeks)



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The Global BidMaster™ Program

– the Ultimate Bid and Proposal Management Curriculum

The Global BidMaster™ Program: All the best practice in ten interactive on-line sessions

The ultimate professional curriculum in the bid/proposal space

Spanning 12 weeks, this program covers the entire BidMaster™ framework and contains loads of hands-on examples and best practice guidance to develop winning proposals – all aligned with the Body of Knowledge of APMP (Association of Proposal Management Professionals). The BidMaster™ framework provides **methods, tools and structures** to cover the entire proposal process, from RFP analysis to document production, from proposal office installation to proposal presentation.

Modules are between 60 and 180 minutes, depending on the topic. Participants can either book the entire series (at a discounted rate) or select specific modules.



On-line and interactive

The BidMaster™ Program combines the cost benefit of a typical web-based solution with the advantages of an on-site training. As opposed to other typical online training concepts, it provides interactive access to a real trainer delivered over the web. This means participants can resolve issues in real time and comprehension and retention is increased. To compensate with the potential disadvantage of the fact that you might not be able to attend the session, we record all sessions for you so that you still have access to the same content, too.

For everyone in the bid/proposal space: for experienced professionals as well as for new hires



Bid / Proposal Professionals



Sales / Account Managers /
Capture / Opportunity Managers



Subject Matter Experts
(Content Contributors)



It is for everyone involved in proposal development, regardless of the industry (bid/proposal managers, writers, contributors, coordinators). It is for new hires as well as for experienced bid and proposal managers or opportunity/capture professionals.

Officially APMP CEU approved

Each session is eligible for 1-3 CEUs (depending on the topic) - the entire program is worth 16 CEUs.



Course Roadmap

– 10 modules in 12 weeks

Your modular course roadmap with ten modules

1



Understanding the fundamentals of modern bid management (75-90 minutes)

- Defining the scope of modern bid/proposal management and its process
- Understanding key terms and definitions
- Designing a powerful bid/proposal organisation
- The Five Stepping Stones of successful teams
- Managing varying workloads
- Applying key metrics
- Using the right tools, checklists, and templates

Target Group



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2



Taking the customer's perspective (75-90 minutes)

- Thinking like an evaluator
- Understanding the buying center and its decision making process
- Driving customer decisions
- From features and benefits
- From compliance and responsiveness
- Distinguishing between value and price
- Positioning in the differentiation spectrum
- Understanding different types of tenders

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3



Developing your proposal plan and mastering the bid/proposal process (~120 minutes)

- Getting the overview: The BidMaster™ Process
- Making a quick start: Systematic RFP analysis
- Taking the right decision: Bid or No-Bid? (qualification)
- Planning and mastering your process and reviews
- Planning document progress
- Preparing and running a professional kick-off meeting
- Managing virtual teams
- Managing partners and suppliers
- Mastering knowledge management for bidders

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4



Planning and developing compelling content: The Storyline™ Approach (150-180 minutes)

- Getting content planning right (outlining your document and defining powerful headings)
- Making it easy to read
- Developing winning key messages and theme statements
- Writing compelling proposal text (applying the Style Guidelines and APMP's Writing Guidelines)
- Leveraging pre-written text (boilerplate)
- Developing stunning graphics (ground rules) and using the right pictures and photos
- Increasing the impact of your cover pages, cover letters, page design

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5



Tactical Pricing and Value Creation (75-90 minutes)

- Refresher: Difference between value, price and cost
- Distinguishing between pricing strategies and pricing tactics
- Understanding the customer's business case
- Pricing of risks and uncertainties
- Understanding the Sweet Spot Approach
- Leveraging alternative pricing models
- Applying behavioural pricing: How to present the price

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6



Truly Compelling Executive Summaries and other specific Proposal Section (75-90 minutes)

- Compelling Executive Summaries
- Resumés (CVs, Bios)
- Case Studies
- Relevant experience
- 'About us'
- Appendices/Annexes

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7



Producing the final proposal with maximum impact (~60 minutes)

- Making it easy to read with the right page layout
- Leveraging Microsoft Word and creating efficient templates
- Creating professional PDFs
- Using alternatives to Microsoft Word (PowerPoint, Indesign)
- Increasing the impact of your proposal with cover pages, cover letters, divider pages, etc.
- Creating sizzle (QR codes, video clips, virtual reality)

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8



Creating appealing proposal graphics (75-90 minutes)

- Applying ground rules for creating proposal graphics
- Implementing key elements of visuals
- Using photos and stock pictures effectively
- Respecting copyrights
- Using icons
- Leveraging PowerPoint tricks
- Presenting data using Excel charts and infographics

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Subject Matter Experts (Content Contributors)



9



Successful Negotiations for Bidders (150-180 minutes)

- Distinguishing between distributive and integrative negotiations
- Understanding the basics of successful negotiators
- Preparing negotiations
- Understanding BATNA and ZOPA
- Avoiding the discount game
- Defending psychological tricks
- Leveraging 'out-of-the-box' solutions

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Subject Matter Experts (Content Contributors)



10



Powerful Proposal Presentations (150-180 minutes)

- Understanding key principles of winning orals
- Preparing the show
- Applying the 7-step agenda
- Making it interesting
- Mastering virtual presentations (Teams, Zoom, Webex etc.)

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BidMaster

Optional BidMaster™ Certificate

- 90 minutes on-line exam
- Digital Badge to prove the authenticity of your achievement

All-inclusive or selected modules

– the Ultimate Bid and Proposal Management Curriculum

Access to Single Modules

Select those sessions relevant for you.

This is included

- Access to the live session
(-60-180 minutes, depending on topic)
- PDF handout (optional)
- Access to recording (optional, valid for 180 days)
- Eligible for 1-3 APMP CEUs (depending on topic)

From EUR 129 / USD 139 per module

(depending on topic)

Register here:



Complete BidMaster Program

Join the entire program and earn your certificate.

This is included

- Access to all ten live sessions
(-60-180 minutes, depending on topic)
- Access to all recordings (valid for 180 days) included
- Access to CSK's Knowledge Portal
- Free CSK Glossary (300+ terms)
- eBook *The Ultimate Bid and Proposal Compendium*
(400+ pages of best practice)
- Opportunity to achieve the BidMaster exam
(requirement: active participation in the five core modules)
- Eligible for 16 APMP CEUs

EUR 1890 / USD 1990

Register here:





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