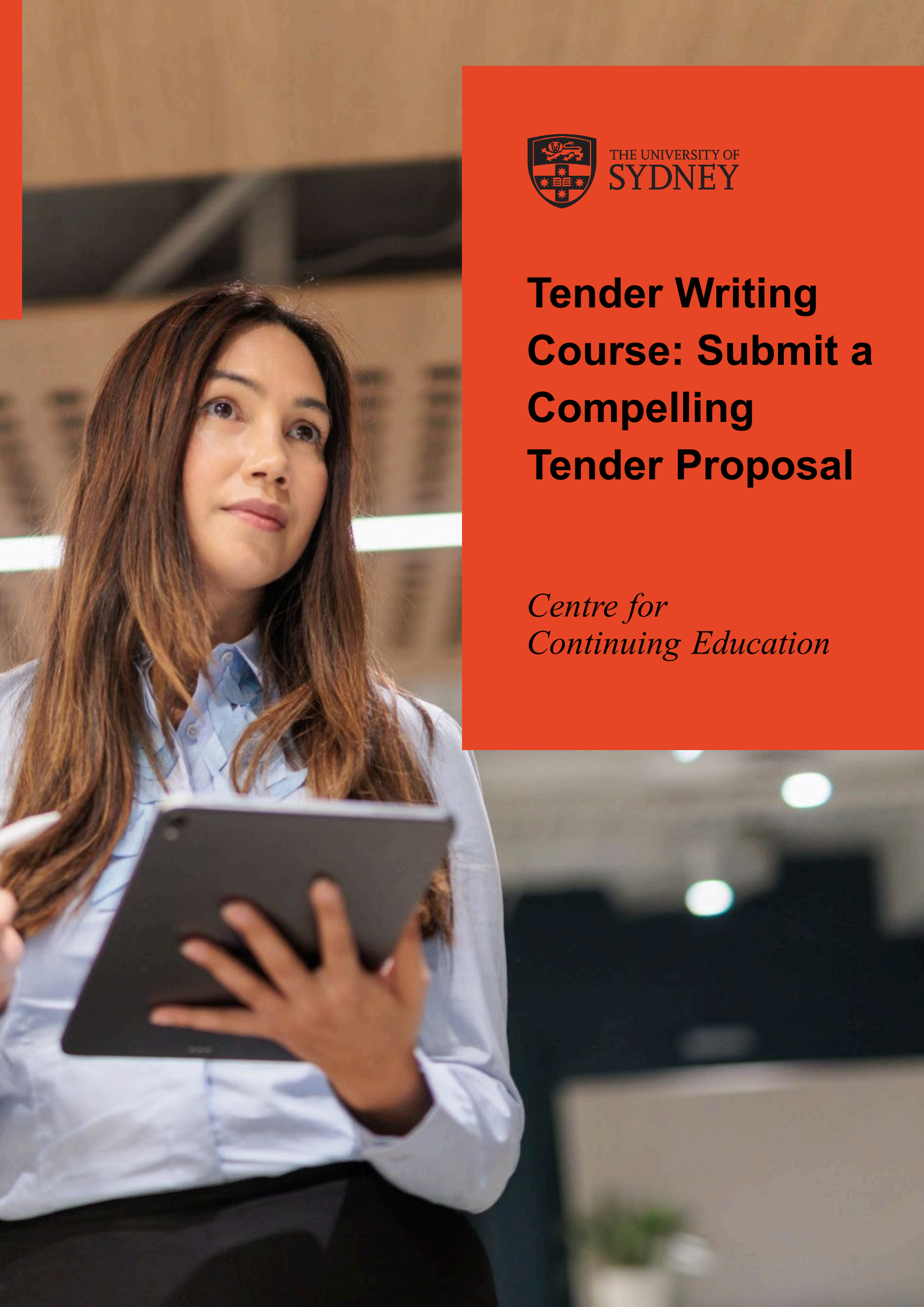

THE UNIVERSITY OF SYDNEY

Tender Writing Course: Submit a Compelling Tender Proposal

Centre for Continuing Education

Tender Writing Course: Submit a Compelling Tender Proposal

Finding new markets is essential to growing your business, and a tender bid is a valuable complement to your existing business development systems. It is also the most transparent way your business can pitch for the billions of dollars of business projects awarded each year in Australia, throughout the public and private sectors.

This tender writing short course offers a practical guide for individuals or businesses seeking to improve their tender response skillset. The course explains the content you will need to submit a high-quality tender proposal in the public and private sectors and provides clear tools and frameworks to use across the three main stages of tender response. We also discuss the different factors that can demonstrate good value for money in tendering.

You will gain insights into finding tender and procurement opportunities for your business, putting together a tendering team, evaluating and responding to a request for tender, and preparing a compelling proposal package for submission using best-practice documentation. You will also learn how to use AI tools safely to analyse tender documents and to draft and edit your responses.

You should finish the course feeling confident that successful tendering is more about demonstrating that your business can meet specific criteria, and less about slick wordsmithing or unrealistic pricing. The course aims to put you and your business in the best position to engage in the tendering process and successfully persuade buyers to choose your product or service.

The content in this course aligns to the following framework:
Proactive preparation + Robust project management + Excellence in execution = Compelling tender proposal.

Prerequisites

None.

Course duration
1 session, 8 hours total

Time
9am - 5pm

Format
Face-to-face
or
Online in real-time

Dates
Browse available
course dates

Intended audience

This is a practical course that will suit individuals or businesses preparing to submit their first tender, and more established businesses looking for ways to improve their existing tendering process. The content is applicable to participants from a range of sectors including construction, arts, education, health, science, technology, sports, community, non-profit and social services.

Upon completion

Every participant receives a University of Sydney statement of completion.

Aims

This course aims to:

- help you understand that meticulous preparation is key to successful tendering
- equip your business with the definitions and insights to become tender-ready
- help you determine whether a tender opportunity is viable for your business
- provide the tools and frameworks to help you respond correctly to evaluation criteria, prepare a budget, meet industry standards and consider other key requirements
- help you design a tender response that demonstrates good value and not just low pricing.



Outcomes

By the end of this course, you should be able to:

- discuss the many facets and requirements of quality tender preparation, writing and submission
- identify the content required to prepare, write and submit a quality tender proposal
- understand the different phases of a tendering process, and the aims, objectives and priorities of buyers
- meet and address all criteria and present a value for money proposal
- identify different types of business opportunities including tenders, procurement, preferred supplier
- apply the tender preparation, writing and submission methodology to your next submission, using the best-practice document structures introduced
- engage in meaningful discussions with professional colleagues on issues relating to tenders.

Content

The course will empower you to manage your own tender submissions following the three broad phases outlined below, then plan how your team will keep improving. Each section is delivered in an interactive style involving case studies, discussion and hands-on exercises to be completed in class.

Throughout the day, you may work either on your own tender documentation or the sample tender provided. To avoid issues with file security on the day, please make sure to download or print any such materials in advance.

Section 1 – Proactive preparation

Become tender-ready by understanding the tendering landscape, commonly required documents to include in your digital library, and different procurement models to consider. This section includes:

Key definitions and commonly confused terms

Overview of the procurement process

Where to find tender opportunities

Components of a typical tender package

Quality control (QC) and quality assurance (QA)

Section 2 – Robust project-management

This section steps you through the eight

core phases involved in a tender response, and the tools, team members and

milestones to factor in. We also discuss:

Planning your tender team and deciding whether to bid

How tenders are evaluated

10 ways to demonstrate genuine value for money

Commonwealth government procurement principles

Difference between compliance, conformance and non-conformance

Section 3 – Excellence in execution

In the final part of the course, we put pen to paper and start writing your responses across different areas of the tender documentation. You will gain insights into writing the following:

Best-practice cover letter

Best-practice executive summary

Essentials of a capability statement

Answer-mapping your response to tender questions

Using appropriate evidence

Editing your writing for a clear, concise and error-free result

Using AI tools safely to analyse tender documents and to draft and edit responses

Section 4 – Grow

To finish, you reflect on the tender-writing habits your team will change, keep and start, and leave with further resources, answers to frequently asked questions and next steps.

"The facilitator was very knowledgeable and professional. She answered all questions in depth and left me with a better understanding and confidence to start writing tender proposals."

Carlos Rojo

"This course was exactly what I needed for my professional development at this stage, as I develop my business. The delivery was excellent; I really appreciated the activities and immersion into the many types of ways you can craft a bid to perfectly respond to a buyer. The facilitator seemed to really care about relating advice to each of our circumstances and was very encouraging. You can tell she has a background in writing with how resonant the sections on communicating certain ideas and assurances using language were for everyone in the room."

Diaan Nasser

Delivery style

This tender writing course is an interactive workshop which includes presenter training, in-class exercises, class discussion and Q&A sessions. You will be able to work on your own tender documentation, or the sample tender provided.

Materials

All course materials are provided electronically. You will receive a course booklet, a workbook for the in-class activities and supporting resources, including a sample tender.

What you need to do before the course

Please bring a laptop and any current or past tender documents you've worked on. If you do not have any work in progress, you may work on the sample tender provided in the course.

Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

Learn more

THE UNIVERSITY OF SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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