



BID

ACCELERATOR

Shorten your path to bidding success

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Tendering is a competitive and high-stakes pursuit. Too often we see people having to learn the hard way, meaning trial and error, and varying success. The good news is that bidding skills can be learnt.

Based on global industry best practice, Bid Accelerator distills the art and science of winning, equipping you with essential tendering knowledge and practical skillsets that will help you win more often and win more easily. You'll learn how to be more selective in your efforts, create compelling submissions, and better manage the tendering process from start to finish.

Supported by some of Australia's most qualified and experienced tendering professionals, you'll feel more confident and inspired to apply your newfound knowledge and skills to your own organisation, so you can implement the improvements that matter most.

WHO IS BID ACCELERATOR DESIGNED FOR?

The program is designed for two groups of people:

1. Those working as a bid writer, coordinator or manager in a tendering-related role who want to develop or extend their knowledge base and accompanying practical skillset to drive impactful change.
2. Business owners or senior business development staff wanting to learn how to improve the effectiveness of the tendering function and processes within their organisation.

WHAT MAKES THIS PROGRAM UNIQUE?



Contemporary, flexible learning format – combine live coaching interactions with self-paced online learning activities and videos, giving you time to digest learnings, reflect and implement ideas.



End-to-end coverage of the bid lifecycle – learn best practice and practical tips that span the identification, positioning, proposal writing, presentation and negotiation phases of a bid.



Interactive Hour of Power sessions – weekly live access to experienced bidding coaches who'll help you customise and embed your new knowledge and skills into your business for immediate impact.



A plan for long-term improvement – create your own 90-day action plan to enable lasting benefits for your organisation and help keep your tendering on track long after the program has finished.



Learn from like-minded peers – meet, share with and learn from other proposal professionals across a wide range of industries and locations.

WHAT WILL YOU GET FROM THE PROGRAM?

In addition to gaining time-proven tendering knowledge and skills which you'll apply to create a future-focussed development plan for your business, you'll stay connected to our growing network of proposal professionals through a complementary 12-month membership to our Bid Club.



Graduates will also be awarded with a [Credly digital badge](#), providing public recognition of everything you've learned and accomplished. This digital credential will enable you to do the following:

- **Connect** your newfound skills to relevant open job opportunities
- **Share** your achievement easily in email signatures, digital resumes, or to LinkedIn and other social media platforms
- **Prove** the authenticity of your achievement by providing third parties with an easy way to verify your credential, online and in real time.

HOW IS THE PROGRAM DELIVERED?

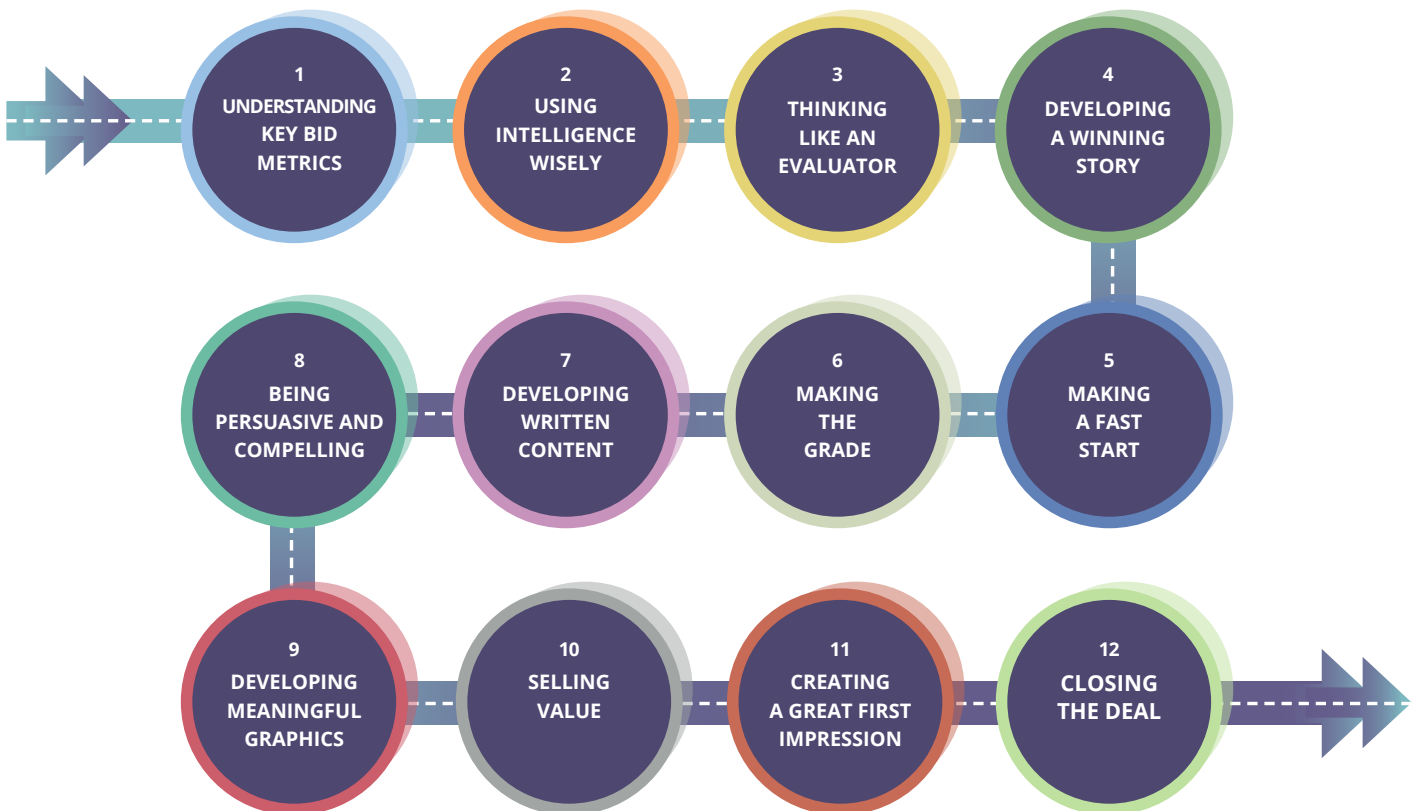
Spanning 12 weeks, this program has been designed in line with contemporary learning principles and includes a combination of videos, workbook exercises and live Hour of Power coaching sessions. It requires a regular commitment of one Hour of Power per week, together with enough time to review the module videos and apply your learnings at your own pace.

To successfully complete the program, you'll need to:

- complete **twelve program modules** over twelve weeks
- attend at least 75% of the live weekly **Hour of Power** webinars
- achieve the required passing grade in your **end-of-program exam**
- submit a **90-day action plan** to drive improvement in your organisation.

Your modular learning pathway

Bid Accelerator comprises twelve weekly modules, designed to reflect a typical bid lifecycle.



POSITIONING MODULES

1. UNDERSTANDING KEY BID METRICS

Bidding is a numbers game.

Learn the numbers that will help you measure progress and keep you on track.

2. USING INTELLIGENCE WISELY

Knowledge is power.

Learn how to recognise, gather and use important information early.

3. THINKING LIKE AN EVALUATOR

You're always writing for the evaluators.

Learn how to diagnose and prioritise what's important to them.

4. DEVELOPING A WINNING STORY

Good stories have tight plots.

Learn how to apply the bid strategy framework to create a winning story – every time.

PROPOSAL MODULES

5. MAKING A FAST START

RFT documents are complicated.

Learn key reading hacks designed to help you crack the code quickly.

6. MAKING THE GRADE

Compliance and structure matter.

Learn how to jump these hurdles.

7. DEVELOPING WRITTEN CONTENT

Writer's block can be terrifying.

Learn a structured drafting process that will help you put pen to paper more easily.

8. BEING PERSUASIVE AND COMPELLING

Influence is built through persuasion.

Learn the tricks of persuasive writing and how to apply these consistently.

9. DEVELOPING MEANINGFUL GRAPHICS

A picture is worth a thousand words.

Learn to increase the visual appeal of your submission through clever design techniques.

10. SELLING VALUE

Price matters but value matters more.

Learn how to identify and quantify value from your client's perspective.

11. CREATING A GREAT FIRST IMPRESSION

You get one chance to make a first impression.

Learn how to increase the impact of your cover pages, cover letters and executive summaries.

PRESENTATION MODULE

12. CLOSING THE DEAL

It's not over until it's over.

Learn the art of closing the deal through powerful presentations.

Learn best practice bidding from leading practitioners

Bid Accelerator aligns with the Body of Knowledge issued by the Association of Proposal Management Professionals (APMP). Guided by our most qualified and experienced staff, you'll learn from expert APMP certified practitioners who are awarded as leaders of our profession, both domestically and internationally.



NIGEL DENNIS, CPP APMP FELLOW

Nigel is a co-founder and Director of BidWrite. With more than 30 years of experience, Nigel is Australia's most qualified and experienced bid management professional. He founded the Australia/New Zealand chapter of the Association of Proposal Management Professionals (APMP), served on the international APMP Board of Directors and in 2015 was made an APMP Fellow for his outstanding contribution to the profession.



MARK RILEY, CPP APMP

Mark is a BidWrite Principal with 30 years of diverse business and consulting experience gained in the UK, Hong Kong and Australia. He enjoys helping major businesses transform their win rates through better pursuit, proposal and presentation practices. A master strategist, Mark holds the highest level of APMP certification and is a regular speaker at international events on proposal best practice.

“The whole program has given me a framework that I will be able to use not only for tendering, but for grants and other business proposals where we need to get key stakeholders on board. It's given me a really logical, powerful framework that's client centric and I'm excited about having that. Incredibly valuable.”

– Eileen Breen,
Business Development Manager, NTEX

“The format worked really well for me and for my type of learning. To learn a bit of knowledge, go away and apply it, and have that more in depth feedback when you come back the next week and discuss it again was really helpful.”

– Jackie Maclean,
Managing Director, Gold Medal Services

“I really enjoyed the interactive component. We had a group that were willing to share their experiences, and we got a lot from each other. It has placed me in a new headspace in regards to how I think about promoting our business and presenting our offer to clients.”

– Colin Spence,
Naval Architect, Floating Solutions Consulting

Price and registration

AUD\$3,995 + GST per person (includes online access to all course materials, live coaching support, end-of-program exam, 90-day action plan, and a Credly digital badge.)

Payable by credit card or invoice upon registration. **To register, visit the [Bid Academy website here](#).**



Bid Academy is wholly owned and operated by BidWrite, an award-winning bid and proposal management consultancy based in Australia. The Bid Academy's mission is to help individuals develop practical bidding knowledge and skillsets based on proven global best practice.

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