

## CHARTERED BIDS AND PROPOSAL

*“Mastering Winning Strategies for High-Impact Bids and Proposals”*

### Schedule

Date	Venue	Fees (Face-to-Face)
09 - 11 Sep 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In today’s competitive marketplace, well-crafted bids and proposals are essential for securing contracts and driving organizational growth. This intensive 3-day training provides participants with the tools, strategies, and frameworks to develop compelling proposals that align with client needs, differentiate offerings, and increase win rates.

The course equips professionals with a structured approach to bid management—from opportunity assessment to submission—ensuring compliance, persuasiveness, and clarity. Through expert instruction, hands-on practice, and industry benchmarks, participants will enhance their ability to lead or contribute to successful bidding efforts.

### Objectives

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

- Understand the end-to-end bid and proposal process
- Analyze RFPs and define win strategies based on client needs
- Develop structured, persuasive, and compliant proposal documents
- Coordinate effectively with internal stakeholders and partners
- Apply best practices for submission, follow-up, and post-bid review

## Why Attend

- Improve your success rate in winning bids and proposals
- Gain industry-proven methods for managing complex submissions
- Enhance writing, structuring, and presentation skills for proposals
- Learn how to tailor solutions to buyer needs and expectations
- Become proficient in managing time-critical bid cycles with clarity and control

## Target Audience

This program is designed for:

- Bid and proposal managers
- Business development professionals
- Sales, marketing, and pre-sales teams
- Project and account managers involved in proposal writing
- Procurement professionals reviewing or responding to RFPs

## Individual Benefits

Key competencies that will be developed include:

- Proposal planning and execution
- Strategic thinking and client need analysis
- Clear, persuasive writing and formatting techniques
- Cross-functional collaboration and time management
- Bid evaluation and continuous improvement

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased proposal win rates and customer satisfaction
- Reduced bid turnaround times and improved team coordination
- Enhanced quality and compliance of submitted bids
- Strategic alignment between business offerings and client requirements
- Improved reputation and credibility in the bidding market

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key concepts in bid lifecycle, compliance, and value proposition development
- Case Studies - Examples of winning and losing proposals with lessons learned
- Workshops - Hands-on exercises in writing, formatting, and peer review of proposals
- Peer Exchange - Sharing of common challenges and industry-specific practices
- Tools - RFP checklists, proposal templates, bid plan frameworks, and scoring matrices

## MAWA EVENTS

**Address:** No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

---



## Course Outline

### Detailed 3-Day Course Outline

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Foundations of Bids and Proposals

- Module 1: Understanding the Bid Process (07:30 – 09:30)
- Types of solicitations: RFP, RFQ, ITT
- Bid lifecycle and key decision gates
- Roles and responsibilities in the bid team
- Module 2: Opportunity Qualification and Win Strategy (09:45 – 11:15)
- Go/no-go decisions and opportunity assessment
- Competitive analysis and customer insight gathering
- Defining themes and value propositions
- Module 3: Interpreting RFPs and Compliance (11:30 – 01:00)
- Dissecting requirements, evaluation criteria, and deadlines
- Managing clarifications and pre-bid queries
- Building a compliance matrix

#### Day 2: Proposal Development and Management

- Module 4: Planning and Structuring the Proposal (07:30 – 09:30)
- Storyboarding and proposal outlines
- Assigning writing tasks and managing timelines
- Aligning structure with scoring rubrics
- Module 5: Writing to Persuade and Win (09:45 – 11:15)
- Executive summaries and solution narratives
- Visuals, infographics, and formatting techniques
- Using client language and tone for impact
- Module 6: Bid Review and Quality Assurance (11:30 – 01:00)
- Red Team, Pink Team, and Gold Team reviews
- Proofreading and formatting checklists
- Avoiding common errors and pitfalls

#### Day 3: Submission, Evaluation, and Continuous Improvement

- Module 7: Submission and Presentation (07:30 – 09:30)
- Submitting hard copy, soft copy, or e-submissions
- Oral presentations and pitch preparation
- Final checklists and approvals
- Module 8: Bid Evaluation and Feedback (09:45 – 11:15)
- Understanding buyer scoring and feedback
- Conducting post-bid debriefs
- Capturing lessons learned
- Module 9: Building a High-Performance Bid Function (11:30 – 01:00)
- Tools and technology for bid management
- Performance tracking and reporting
-

Developing a culture of continuous improvement

### Certification

Participants will receive a Certificate of Completion in Chartered Bids and Proposal, validating their knowledge and practical skills in managing, writing, and submitting high-impact proposals that align with client needs and achieve business goals.

### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.