**MAWA EVENTS**

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

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# 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

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## 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

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## 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
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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.

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| **In-House / Customized Training**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |

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