IPI Academy

falconbury

Presented by
Falconbury

Commercial Proposal Writing and Bid Management

1-2 February 27
+ 6-7 October 27

Develop practical skills to create customer-focused commercial proposals, demonstrate your unique value, manage contractual risk and respond effectively to RFQs, RFPs and ITTs, increasing your chances of winning profitable business.

Format:
Live online

CPD:
12 hours for your records

Certificate of completion

Course overview

In today's highly competitive and regulated procurement environment, getting the proposal right is about more than just responding to a brief - it's about creating a clear, commercially strong and legally robust offer that meets customer needs, manages business risks and showcases why your offering is the preferred option.

This practical and intensive training course has been expertly developed to help commercial and contracts professionals master the art of crafting compelling proposals that serve as both legal and sales documents. From understanding legal positioning in the bidding process to confidently defining scope, pricing risk and articulating value, the expert trainer will explore every critical element that strengthens proposals and increases win rates.

You'll also learn how to clearly align your proposal with your customer's decision-making criteria, showcase your organisation's unique offering and manage the entire bid lifecycle with structure, compliance and clarity.

Whether you're dealing with RFPs, RFQs or ITTs, this training course will help you build persuasive proposals that appeal to potential customers in meeting their needs while protecting your exposure to potential risks.

Benefits of attending

By attending this training course you will:

- **Learn** how to develop strategic, customer-focussed proposals that focus on client's needs and priorities
- **Reduce** legal risk by understanding how proposals become binding and how to avoid hidden legal pitfalls
- **Understand** how to enhance risk management by aligning price to risk exposure and limiting liability with effective wordings
- **Get to grips** with developing clear value propositions that differentiate your offer
- **Master** bid processes by streamlining the process and ensuring compliance through structured internal reviews
- **Enhance** your executive summaries and communicate with impact
- **Gain** confidence in engaging with procurement professionals during the bid process

Who should attend?

This training course will be particularly valuable for all professionals involved in drafting, negotiating or reviewing proposals, including:

- Commercial managers
- Contracts managers
- Contract negotiation specialists
- Proposal / Bid managers
- Project managers
- Business development managers
- Strategic account managers
- Procurement managers
- Operations managers

Presenter

Catherine Hurst

Catherine Hurst BSc(Hons), CIMDip, PgDL, is an independent consultant in the contract and commercial fields. She was formerly a Commercial Manager at BAe Systems, following previous contract/commercial roles with GEC and Siemens. She has extensive practical experience of bid management, contract drafting and negotiation, contract and subcontract management as well as commercial risk management, both with UK and overseas customers and suppliers, in the private and public sectors.

She is a highly experienced trainer, having a style which brings a subject to life, creating interest and stimulating the enthusiasm of delegates. She combines academic best practice with real world experience.

She lecturers Chartered Institute of Procurement and Supply (CIPS) diploma, levels 4, 5 & 6 at Chichester college. As well as being a member of CIPS, Catherine has a degree in Management Studies, a Chartered Institute of Marketing diploma and more recently achieved a distinction in her Common Professional Examination (CPE)/Post-grad diploma in law, winning the prize for the highest achieving student in the contract law module.

Catherine has successfully provided training to organisations across a wide variety of industries, including:

Transport / utilities / energy / construction / engineering / IT / telecons: Network Rail, ScotRail, Balfour Beatty, London Underground, Westinghouse Springfields Fuels, General Dynamics, Siemens, Metronet, Thales, ABB, Hitachi, Jungheinrich, Honeywell, PALL Europe, Senior Aerospace BWT, RES (Renewable Energy Systems), AGI, Silvertown, QinetiQ, Clyde Pumps / Weir Pumps, Scottish Power, NCOC (North Caspian Operating Company), Computacentre, CISCO, BT, United Utilities

Health / pharmaceutical / education: Nuffield Health, Surrey PCT, Bristol Myers-Squibb, Newcastle University, Exeter University

Public: Forensic Science Services, Office for National Statistics, DARA (Defence Aviation Repair Agency), Metropolitan Police

Charity: Phoenix Futures, Homegroup

Retail: Co-op

Course dates

1-2 February 27	**Live online** 09:30-16:30 **UK (London)** (UTC+00) *Course code 16978*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 07 Dec**
6-7 October 27	**Live online** 09:30-16:30 **UK (London)** (UTC+01) *Course code 17289*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 11 Aug**

How to book

Online:
ipi.academy/3342

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:

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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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