



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Winning Tenders: Bid Strategy and Response Writing

3 day course

Classroom, online or in-house

Course overview

Most tender responses are compliant, late in preparation and written by whoever was available, which is why they lose to competitors who decided early and wrote to the scoring. This course covers winning them. Delegates work through the bid or no bid decision and the cost of pursuing work you will not win, capture planning before the tender is issued, and reading the evaluation criteria to see where the marks actually are. Response writing is practised: answering the question asked, evidencing claims and writing for an evaluator scoring against a rubric. Pricing strategy and the commercial submission are covered. Compliance, submission mechanics and the disqualifications that waste an entire bid follow. The course closes on debriefs and on building a reusable content library.

What you will learn

- Make a disciplined bid or no bid decision
- Run capture planning before the tender is issued
- Read evaluation criteria and find where the marks are
- Answer the question asked and evidence every claim
- Write for an evaluator scoring against a rubric
- Develop pricing strategy and the commercial submission
- Meet compliance and submission requirements without disqualification

Who should attend

- Bid and proposal managers and writers
- Sales and business development staff
- Technical staff contributing to tender responses
- Commercial and pricing personnel
- Business owners bidding for public and corporate work

Course outline

- 01 Compliant, late and unsuccessful
- 02 The bid or no bid decision
- 03 Capture planning before issue
- 04 Reading evaluation criteria
- 05 Answering the question and evidencing claims
- 06 Writing for a scoring evaluator
- 07 Pricing strategy and commercial submission
- 08 Compliance, submission, debriefs and content reuse

Upcoming dates

Dates	Venue	Format	Fee per delegate
23 to 25 September 2026	Maseru, Lesotho	Classroom	R14,950
26 to 28 October 2026	Johannesburg, South Africa	Classroom	R14,950
4 to 6 November 2026	Lagos, Nigeria	Classroom	USD 995
4 to 6 January 2027	Windhoek, Namibia	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afri-science.co.za, or WhatsApp us on **+27 63 479 1136**.

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