LEGAL & COMMERCIAL

LC94 Bid Management

In today's highly competitive markets, the ability to plan, manage and deliver successful bids is critical to securing long-term business growth. This course empowers professionals to navigate the full bid lifecycle with confidence, from identifying opportunities to winning contracts. Delegates will develop the strategic, commercial and communication skills essential for crafting compelling proposals that meet both client expectations and evaluation criteria. Through practical exercises and sector-relevant examples, participants will strengthen their approach to risk, compliance, and stakeholder collaboration, gaining insights into evolving procurement practices across industries. This course offers an actionable, cross-sector toolkit designed to maximise bid effectiveness and increase win rates in high-value tendering environments.

Course Information

Duration: 5 days

London (£4950): 9th February 2026, 4th May 2026, 29th June 2026, 17th August 2026, 12th October 2026, 30th November 2026, 10th May 2027, 6th September 2027, 13th December 2027, 20th March 2028

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is designed for professionals involved in developing, managing or contributing to commercial bids and tender submissions. It is ideal for those working in business development, commercial management, sales, marketing, procurement, or project delivery roles who are seeking to improve their bid capabilities. It is

particularly valuable for individuals looking to enhance the quality and competitiveness of their proposals, strengthen their contribution to multidisciplinary teams, and drive consistent bid success across complex contracting environments.

Course profile

Understanding the Bid Lifecycle

- Analysing the end-to-end bid process and decision gates
- Mapping internal roles and responsibilities in bid teams
- Assessing bid/no-bid criteria using opportunity qualification models
- Interpreting client documentation and scoring systems
- Exploring sector-specific bidding trends and challenges

Planning and Preparing Winning Bids

- Developing effective bid plans and compliance matrices
- Aligning solution development with evaluation criteria
- Creating storyboards and value propositions
- Managing inputs from technical, legal and commercial contributors
- Scheduling reviews and governance checkpoints

Writing and Reviewing Persuasive Proposals

- Applying persuasive writing principles and plain English techniques
- Tailoring responses to reflect client needs and hot buttons
- Structuring executive summaries and method statements
- Ensuring consistency, branding and visual appeal
- Conducting effective red team reviews

Commercials, Compliance and Risk

- Understanding pricing models and commercial risk
- Managing clarifications and contractual queries
- Ensuring legal and ethical compliance in bidding
- Evaluating bid risks and mitigation strategies
- Preparing for bidder presentations and negotiations

Maximising Win Rates and Post-Bid Excellence

- Capturing and using bid feedback for future improvements
- Establishing bid libraries and knowledge systems
- Building long-term client relationships beyond the bid
- Analysing win/loss trends and bid team performance

Competencies

At the end of the course, delegates will be able to:

- Manage the complete bid lifecycle with a structured, strategic approach
- Apply clear qualification criteria to assess bid opportunities
- Coordinate bid teams and stakeholders to deliver cohesive responses
- Develop high-impact, client-focused proposal content
- Implement review and compliance processes to enhance quality
- Navigate legal, commercial and ethical considerations in bidding
- Improve bid performance through analysis, feedback and refinement
- Establish systems and behaviours that support long-term bid excellence

Course Booking

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www.lmcuk.com

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