



PATHOLOGY
TECHNOLOGY
AUSTRALIA



FACE TO FACE TRAINING - SYDNEY

TENDER RESPONSE STRATEGIES

- Improve tender response strategies without emphasising sales tactics
- Navigate the tendering process with confidence and professionalism
- Develop a strategic approach to tender planning and execution
- Enhance your ability to analyze competitors and industry trends
- Establish effective tender management practices for sustainable success

WORKSHOP 1: INTRODUCTION TO TENDER RESPONSE STRATEGY

28th May

- Gain valuable insights into the unique landscape of healthcare tenders in Australia.
- Emphasize professional and strategic approaches over traditional sales tactics.
- Understand Government terminology and compliance requirements.
- Learn to make informed go/no-go decisions for tender readiness.
- Explore the phases of tender planning and execution.
- Conduct competitor and industry analysis for strategic advantage.
- Develop strategies for creating a pipeline of tender opportunities.
- Gain insights into sustainable procurement practices.

\$950

Member Early Bird

\$1100

Standard Member Fee

\$1300

Non Member Rate

WORKSHOP 2: ADVANCED TENDER RESPONSE STRATEGIES*

29th May

- Delve deeper into advanced strategies for tender success.
- Learn to manage your tender pipeline effectively.
- Establish a tender knowledge bank/library for ongoing improvement.
- Master project and timeline management for efficient tender responses.
- Build and manage a high-performing tender team.
- Understand tender contracts and identify and address red flags.
- Develop pricing strategies aligned with client needs and objectives.
- Enhance your ability to respond to clarifications, presentations, and Q&As.
- Optimize post-project reviews and debriefing processes.

\$950

Member Early Bird

\$1100

Standard Member Fee

\$1300

Non Member Rate

BOTH DAYS \$1800 Member Early Bird

\$2050 Standard Member Fee

\$2400 Non Member Rate

*it is strongly recommended that workshop one is completed before advancing to workshop two

REGISTRATION

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