



BiD Masters

Bidmaster Training

SPECIALIST

Client Liaison

Course Overview

BID MASTERS TRAINING PROGRAMME

The BiD Masters training programme commences with the Fundamentals course, which aims to ensure a clear understanding of the common basics of the bidding profession. This feeds into specialist training in the key areas: Bid Management; Bid Communications; Bid Capability; Bid Knowledge Management; and Client Liaison. These courses will equip you with the professional knowledge, skills and behaviours required to succeed in your chosen role within the profession.

Who benefits from taking the Client Liaison course?

This course is designed for people whose role involves direct engagement with customers and stakeholders and win business to meet the organisation's objectives. Typical role titles are Business Development, Sales Manager, Sales Assistant, Pre-sales, and Account Manager.

How the course is delivered

The Client Liaison course consists of a single module called Preparing to Win, which is delivered via engaging video training content and a virtual bid room simulation with industry experts. The content is available on-demand 24/7 to provide flexibility. The course is 100% online.

PREPARING TO WIN

Overview

This module is focussed on all aspects of finding opportunities, tracking opportunities, direct liaison with customers and stakeholders, and how the engagement is used to win the business.

Successful completion of this course entitles you to refer to yourself as a Certified Bidmaster.

Course Curriculum

The course includes:

- Finding opportunities
- Portals
- Opportunity pipeline
- Customer engagement
- Requirements shaping
- Tacit requirements
- Opportunity Pursuit Plan
- Communications planning
- Briefing internally
- Gaining approval to pursue

What is the time commitment?

The time commitment for completion of this module is:

- Micro-module video content is self-paced, but a minimum of 2-3 hours should be allowed.
- The virtual bid room simulation exercise will take 4 hours.

FAQS

Do I receive a certificate after completing this training?

Yes. On successful completion of any of the BiD Masters' specialist courses, learners are awarded a Bidmasters Certificate.

Is this course CPD Certified?

Yes. This course has been independently certified as conforming to universally accepted Continuous Professional Development (CPD) guidelines and comes with a Certified CPD Statement as well as a Bidmasters Certificate.

Can I fit the course around my schedule?

This course is designed as self-paced learning. Each video is between 4 and 10 minutes long. You can start and stop in line with your commitments. Although we recommend completing the course in one sitting to provide continuity, we understand this is not always possible and different people learn in different ways. The Virtual Bid Room Simulation is completed online in our virtual environment. We have scheduled multiple sessions that can be booked to suit your preferred timeline.

What devices can I access the course material on?

This is a fully online course. You will need to be able to play videos with sound. An internet connection is required to access the course. For the sessions held in the virtual environment, you will need a microphone so you can communicate with your colleagues and trainer in the bid room. It is possible to access the course from any internet-capable device, but we recommend a tablet, laptop or desktop computer to ensure the optimal experience.

Can I do more than one Specialist Course?

Yes. If you complete all four Specialist Courses, you are considered a Senior Bidmaster.

[Register for this Course](#)