

# winning tenders

Develop your capability to write  
tenders that beat the rest

Friday 5 June 2009  
9am to 5pm  
72 Christie Street  
St Leonards NSW 2065

strat-er-jee

[www.straterjee.com](http://www.straterjee.com)  
A member of the STW Group

# Background

## Workshop objectives:

An action packed day, specially designed to help develop your tender writing capability. At the end of the day you will know:

- The key elements of a winning tender
- The ten step process to winning tenders
- How to pick your tender
- How to prepare your tender submission, and
- What to do after you have written your tender

## Key presenters

Our three key presenters for the day have a broad range of skills and experience, and a personal and engaging presentation style to give you the edge in writing winning tenders.

### Dave Hunt, Straterjee

Dave has held business development roles, working in a range of industries across the globe. Dave was Head of Business Development at HBOS in the UK, before leading the expansion of BankWest in Australia. Dave is the Managing Director of Straterjee.

### Dave Treacy, Straterjee

Dave leads Straterjee's tender practice. Dave has vast experience in writing tenders, leading the preparation of 10 to 20 tenders each month. He comes from a legal background and has learnt the techniques of business development. He has served clients across a broad range of sectors including Government, Financial Services, Construction, Engineering and Aviation.

### Justin Di Lollo, Hawker Britton

Justin is Australia's leading corporate adviser on NSW Government business. As NSW General Manager of Hawker Britton, he services corporate clients and advises senior management on public sector decision-making, commercial processes, legislation, regulation and approvals. He works with leading Australian and international companies in the finance, telecommunications, technology, insurance, infrastructure, transport, health and energy industries. Hawker Britton is a key partner of Straterjee.

### Ben Rieck, BSI Management Systems

Ben is experienced in assisting companies to achieve certification and a greater understanding of standards and how to best put these into practice. Ben has Certificates in Quality, Environmental and OHAS for understanding and implementing. Ben has worked closely with many industries including Construction, Manufacturing and Local Governments.

### About Straterjee:

Straterjee supports clients in tender strategy and tender preparation. We help clients position to win and put in place the operating model to ensure they can deliver that proposition. Straterjee's process leverages the client's knowledge in their operations and our experience in business and tender writing. We have a structured process which ensures tight timelines are met with high quality output. Our process uses targeted client workshops to agree positioning, target content preparation and monitor progress. Through our strategic partnerships we have access to a wide range of specialist skills to give your tender the edge.

# Agenda

08:30 Welcome and coffee

09:00 Start

## Section 1: Introduction

1. Introduction and welcome
2. Aims, objectives and outcomes
3. Overview of the day
4. The tender process; how it normally works

## Section 2: Elements of a winning tender

1. Winning tenders; why they win
2. Pricing; how to price sharp and still make a buck
3. Functionality, service, products; increase value without dropping your price
4. Compliance; ensure you don't lose the work
5. Completeness; make sure you read and answer between the lines

10:30 – 11:00 Morning tea

6. Government; what are they really looking for
7. Compelling; give them a reason to choose you
8. The ten step process to winning tenders

## Section 3: How to pick your tender

1. Find the work; look in the right place
2. Choose wisely; make your tenders count
3. Ensure it's real; is this work really up for tender?
4. Can you win it; do you have a credible chance?
5. Do you want it; what will winning mean to your business?
6. How will you win it; do you have the time, resources and the focus?

12:30 – 01:30 Lunch

## Section 4: Preparing your tender

1. RTFQ; ensure you know what they're looking for, really
2. Prepare; create the schedule of schedules
3. Plan; plan your time to do the right things
4. Tender strategy; position to win

03:00 – 03:30 Afternoon tea

5. Writing; design, draft, refine, design
6. Collate; review, review, sign-off
7. Submit; place it firmly on the top of their pile

## Section 5: After you have written your tender

1. Recap; be clear on what you have promised
2. Plan; develop your plan to ensure you're ready
3. Represent; hold effective site visits, clarifications and negotiations
4. Legals; ensure you get the right ink on the right paper
5. Announce; how to ensure you get the right exposure from your win
6. Mobilise; agree the action and transition-in plan
7. Review; aggregate learnings as a platform for future opportunity
8. Improve; put in place the building blocks to be in a better position for the next opportunity

## Section 6: Summary

1. Elements of a winning tender
2. The ten step process to winning tenders
3. How to pick your tender
4. Preparing your tender
5. After you have written your tender
6. What next

5:00 Finish

# Booking

Places are limited. To book your place in this workshop please complete the registration form and fax back to us on +61 2 9268 1505.

If you would prefer to post your registration form, post to Straterjee Workshop, 72 Christie Street, St Leonards NSW 2065.

If you would like more information about this workshop, please phone our Sydney office on +61 2 9268 1500 or email your query to [workshops@straterjee.com](mailto:workshops@straterjee.com).

## Price

- Single participant: AUD\$880.00 (including GST) per person
- 2 or more participants: AUD\$799.00 (including GST) per person

## Included in price

Attendees receive:

- Full day workshop session
- Morning tea, lunch and afternoon tea
- Participant guide for the workshop

## Payment Methods

Full payment must be received prior to the workshop.

We accept credit card (Visa, Mastercard, Amex) and cheque.

## Cancellations & Refunds

Notification of any cancellations must be made in writing and sent by post, fax or email. Cancellations received 7 days prior to the elected workshop date will receive a refund less an administration fee of AUD\$50.00. No refunds will be issued if cancellation is received less than 7 days prior to workshop date. If a registered participant is unable to attend, a substitute participant is welcome to attend at no additional cost. Simply contact our Sydney Office on +61 2 9268 1500 with the change of participant details.

# Registration

## Registration Form

### Details

Participant 1 Name: \_\_\_\_\_

Participant 2 Name: \_\_\_\_\_

Participant 3 Name: \_\_\_\_\_

Participant 4 Name: \_\_\_\_\_

Participant 5 Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Postal address: \_\_\_\_\_

Work phone: \_\_\_\_\_ Work Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Special requirements (eg. dietary or physical): \_\_\_\_\_

### Registration - please select

Individual participant "Winning Tenders" AUD\$880.00 per person

Group participant "Winning Tenders" AUD\$799.00 per person  
(2 or more people in a group)  x AUD\$799.00

### Payment details - please select (a tax invoice will be forwarded to your email address)

Credit Card (Visa, Mastercard or Amex)

Cheque (made out to Straterjee Pty Ltd and mailed to Straterjee Workshop,  
72 Christie Street, St Leonards NSW 2065)

Credit Card No:

Expiry date: \_\_\_\_\_ / \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Fax to Straterjee on +61 2 9268 1505**