

Course : Position yourself and win public tenders

overall approach and success factors

Practical course - 2d - 14h00 - Ref. BLI

Price : 1190 € E.T.

★★★★☆ 4,9 / 5

BEST

To improve your chances of success in public procurement tenders, you need to understand the rules and procedures. This training course will enable you to understand the formalities specific to each stage of the procedure, and optimize your processes to respond effectively.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand public purchasing processes, rules and procedures
- ✓ Set up a process for monitoring and responding to calls for tender
- ✓ Analyze consultation documents and specifications
- ✓ Respecting the rules for submitting bids

Intended audience

Executives, managers, sales directors, in-house lawyers, all employees called upon to formulate a commercial offer to a public purchaser.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Theoretical input, practical exercises, group discussions and reflections.

Course schedule

1 Master the main principles of public purchasing

- Public procurement regulations.
- Identifying the players and their roles.
- The different phases of the consultation process.

PARTICIPANTS

Executives, managers, sales directors, in-house lawyers, all employees called upon to formulate a commercial offer to a public purchaser.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

2 Understanding the public purchasing process

- Identify the buyer's obligations.
- Take into account budgetary and regulatory constraints.
- Integrate the political context.

Exercise

Selection of contract notices and identification of potential bottlenecks.

3 Set up an effective business intelligence system

- Search for an invitation to tender on the Internet and in the specialist press.
- Register with the public purchaser.

Exercise

Development of a marketing action plan specific to public procurement.

4 Set up a markets unit within the company

- The role of the legal department.
- The role of the marketing department.
- The role of the sales department.

Exercise

Exchange and debate with participants on the different ways of communicating with public purchasers.

5 Identify key points in the specifications

- The consultation regulations.
- Application selection criteria.
- Bid evaluation criteria and weightings.
- CCAP and CCTP.

Exercise

Analysis of the information contained in the consultation regulations.
Completion of a commitment form and compulsory information.

6 Knowing how to maneuver during the procedure

- Propose variants or options.
- Request information before submitting your offer.
- Correct the offer.
- Comply with the terms and conditions of the offer.

7 Present your offer and your partners

- Bidding as part of a consortium.
- Subcontractor presentation.
- Deed of commitment.
- Submission of bids in electronic form or by post.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

8 Understanding bid evaluation

- Motivation for the choice of contractor.
- Notification of the contract to the contractor.
- Offer follow-up in the event of rejection.
- Documents that can be disclosed according to CADA notices.

Exercise

Drafting of a letter of inquiry in the event of rejection of the offer.

Dates and locations

REMOTE CLASS

2026 : 25 June, 25 June, 5 Oct., 5 Oct., 26 Nov.,
26 Nov.

PARIS LA DÉFENSE

2026 : 25 June, 5 Oct., 26 Nov.