

# Course : Winning a tender

master the essentials and optimize your chances

*Practical course - 2d - 14h00 - Ref. RAO*

**Price : 1280 € E.T.**

★★★★☆ 4,4 / 5

This training course will enable you to structure your response to a call for tenders in order to maximize your chances of success. You'll be able to distinguish between the characteristics of private and public calls for tender - formalism, procedure, process - so you can adopt the best practices in preparing your bids.

## Teaching objectives

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

- ✓ Weigh up the strategic interest of positioning yourself on a call for tenders
- ✓ Mapping decision-making circuits and levers
- ✓ Understand the constituent elements of a tender dossier
- ✓ Master best practices for preparing response documents
- ✓ Differentiate your response from the competition

## Intended audience

Sales directors, sales managers, sales staff, technical sales staff, technical departments.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Fun knowledge quizzes, case studies, writing exercises.

## Course schedule

### 1 General information on invitations to tender

- What is a call for tenders or, more simply, a consultation?
- Reasons for issuing a call for tenders.
- Major project or renewal of standard supplies or services?

### Exercise

Public and private markets quiz.

### PARTICIPANTS

Sales directors, sales managers, sales staff, technical sales staff, technical departments.

### 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 Composition of a call for tenders

- The specifications of the company launching it.
- The corresponding offer from the applicant company.
- Phases and timing.

### Exercise

Sub-group development of a purchasing process.

## 3 The differences between public and private tenders

- Public procurement features.
- Tendering and contracting regulations.
- Provisions of the new French Public Procurement Code.
- Differences between government departments, public establishments, local authorities and social organizations.
- Essential tender documents: DCE, CCTP, CCAG...
- Characteristics of private consultations.

### Case study

Analysis of a CCTP (CCAP). Drawing up an administrative file (DCE). List the advantages and disadvantages of private consultations.

## 4 Key points in processing the tender

- Define the right response strategy: stay solo, alliance, co-contracting, subcontracting.
- Interpretation of specifications.
- Know how to detect a "bogus" call for tenders.
- Handle the four phases of sales (presentation, needs analysis, solution and argumentation, conclusion).
- Get the missing information.
- How to stand out from the competition.
- Understand the players in the purchasing process and influence decision-makers.
- Don't reveal all your knowledge and solutions.

### Exercise

Drafting of a file. Formalize a response to the call for tenders. Build a CAB sales pitch and prepare responses to objections.

## 5 Drawing up the written (or electronic) offer

- Practical advice on answer format.

### Case study

Critical analysis of the brief (response to the call for tenders).

### 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 11 June, 11 June, 22 Oct., 22 Oct.

### PARIS LA DÉFENSE

2026 : 11 June, 22 Oct.