

Course : Designing and writing a technical brief for a public procurement contract

Practical course - 1d - 7h00 - Ref. RMT

Price : 830 € E.T.

★★★★☆ 4,4 / 5

Writing a technical brief for a public tender is not something you can improvise. You'll need to respect a certain formalism and present your offer clearly, legibly and effectively. This training course will help you do just that, and present you with the tips you need to stand out both technically and commercially.

Teaching objectives

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

- ✓ Understand the formalities of responding to a public invitation to tender
- ✓ Present a structured offer that meets the needs of the public organization
- ✓ How to write the different parts of a technical brief
- ✓ Optimize your technical brief and offer to stand out from the competition

Intended audience

Sales managers, employees in charge of calls for tender and anyone wishing to improve their responses to public procurement contracts.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Work with participants on a technical brief adapted to each individual. Exchange, interaction and advice.

Course schedule

PARTICIPANTS

Sales managers, employees in charge of calls for tender and anyone wishing to improve their responses to public procurement contracts.

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.

1 A reminder of the fundamentals of public procurement

- The tender documents.
- The consultation regulations.
- Documents expected from companies.
- Requested references.
- Application selection criteria.
- Bid evaluation criteria and their weightings.
- Price, technical merit and response times.
- The Cahier des Clauses Administratives Particulières (CCAP) and the Cahier des Clauses Techniques Particulières (CCTP).

Group discussion

Discussions on what is expected in a response to a call for tenders. Focus on the CCTP and CCAP.

2 Writing a good technical brief

- General process and methodology.
- Summary, introduction, description of the company, understanding the need and adapting the offer.
- The detailed technical section.
- Human and material aspects.
- Quality and control. Certifications, labels and standards.
- Proposed schedules and lead times.
- Other elements of a technical brief: environmental, social, safety, hygiene, etc.
- The various options proposed and any variants.

Case study

Detailed analysis and drafting of a technical brief. Methodological advice and best drafting practices.

3 Optimizing your offer

- Monitor and analyze the competition.
- Networking and lobbying: position yourself to get all the information you need.
- Obtain information and use it to adapt and optimize your technical and commercial offer.
- Pricing, provisional and additional budgets: how to read consultation documents properly and adapt your technical brief.
- Dematerialization: using the Internet to improve your technical and commercial response.

Storyboarding workshops

Methodological advice and best practices for optimizing your offer. Focus on the elements that set you apart from the competition.

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.

Dates and locations

REMOTE CLASS

2026 : 24 June, 24 June, 16 Dec., 16 Dec.

PARIS LA DÉFENSE

2026 : 24 June, 16 Dec.