

Course : Selling to public-sector buyers





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

Price : 1190 € E.T.

Formulating a commercial offer to a public purchaser requires knowledge of the specific features, organization and legislation of the public sector. By mastering these elements, you'll be able to position yourself more effectively and increase your chances of success in public procurement.

Teaching objectives

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

-  Master the main principles of organization and operation of public-sector bodies
-  Understand the legal and regulatory requirements for public purchasing
-  Identify key contacts and understand their roles and responsibilities
-  Propose relevant offers adapted to the needs of public bodies

Intended audience

Company directors, sales managers, and all employees who have to make a commercial offer to a public buyer.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Practical exercises, interactive discussions and debates.

Course schedule

1 Reminder of public procurement regulations

- The main principles of public procurement.
- Procedures for negotiating with buyers.
- Conditions of access for companies to public procurement contracts.

Exercise

Identify the key factors for effective negotiation.

PARTICIPANTS

Company directors, sales managers, and all employees who have to make a commercial offer to a public buyer.

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 Know how the administration is organized and operates

- Organization and hierarchical operation of departments.
- Organization of the Purchasing and Public Order Department.
- The role of the tender committee.

Case study

The composition and operation of the tender committee.

3 Getting to know the various public services

- Government ministries and decentralized departments, government operators.
- Regions, departments, communities and communes.
- Local authority satellites.
- Local, regional and university hospitals.

4 Identify the different players and their roles

- The role and impact of elected representatives.
- The mission of the public procurement department.
- The role of the technician and the technical buyer.
- The role of the public accountant.

Exercise

Exchange and debate with participants on the key role of the public purchaser.

5 Understanding the public purchaser's organization chart

- Identify your key contacts.
- Know the political context.
- Master the buyer's public service missions.

6 Register with the public purchaser

- Adapt your communication to the specificities of the public sector.
- Learn negotiation techniques, build and maintain relationships.
- Know the regulatory limits to negotiation.

7 Differentiate yourself from your competitors

- Be proactive and innovative.
- Propose a superior technical offer.
- Propose the "right price".

8 Read and use the final contract documents

- Tender analysis report.
- The presentation report.

Exercise

Understand how the public purchaser draws up the bid analysis table.

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.

REMOTE CLASS

2026 : 11 June, 11 June, 3 Dec., 3 Dec.

PARIS LA DÉFENSE

2026 : 11 June, 3 Dec.