

Class of 2024-1



The Global BidMaster™ Program

All the best practice in 10 interactive online sessions
(10 online modules over 12 weeks)



Get this brochure as a PDF!

The Global BidMaster™ Program

– the Ultimate Bid and Proposal Management Curriculum

The Global BidMaster™ Program: All the best practice in ten interactive online sessions

The Global BidMaster™ Program is the ultimate professional curriculum in the bid/proposal space!

Designed for new hires and seasoned professionals, this program framework provides all the methods, tools and structures to cover the entire proposal process, from RFP analysis to document production, from proposal office installation to proposal presentation.

Spanning 12 weeks, 10 modules contain loads of hands-on examples and best practice guidance to develop winning proposals – all aligned with APMP's Body of Knowledge (Association of Proposal Management Professionals) as well as with CSK's BidMaster™ framework.



For everyone in the bid/proposal space: for experienced professionals as well as for new hires

 Bid / Proposal Professionals

★★★★

 Sales / Account Managers / Capture / Opportunity Managers

★★★★

 Subject Matter Experts (Content Contributors)

★★★★

It is for everyone involved in proposal development, regardless of the industry (bid/proposal managers, sales, business development, writers, contributors, coordinators).

Online and interactive

Modules are between 60 and 180 minutes, depending on the topic. Participants can either book the entire series (at a discounted rate) or select specific modules.

The format combines the cost benefit of a typical web-based solution with the advantages of an on-site training. As opposed to other typical online training concepts, it provides interactive access to a real trainer delivered over the web. This means participants can resolve issues in real time and comprehension and retention is increased. To compensate with the potential disadvantage of the fact that you might not be able to attend the session, we record all sessions for you so that you still have access to the same content, too.

Rita Mascia, CPP, CAP APMP Partnering with clients t... (She/Her) • 1st
Organiser & problem solver that wants to do things right the first...
With one session left for me to attend, I can say that The Bid Master programme is absolutely awesome. **Christopher S. Kälin** manages to deliver the programme expertly while making it accessible, inclusive and delivers it with a very friendly approach that invites interaction with participants. He uses real life examples to make a point across and the whole programme is delivered in digestible chunks that allow consolidation of learning. Highly recommended!

Florian Lamisch (, re/Him) • 1st
Bid- & Proposal Evangelist | Big-Deal Artist | Strategic Deals Enthusiast | Due-Dil...
Literally the BEST training in the market for Bid- & Proposal Professionals!
Some spoilers:
✓ REAL-LIFE examples
✓ A learning you can benefit from THE NEXT DAY (no excuses, sorry)
✓ Broad variation of process and tool knowhow making your day EASIER
The obvious target is to gain more time spending with the client, getting the "what keeps you awake at night" factor, wow the client and win more business.
What is the best marketing for such a training? If former participants like me still

Jessica Howard, CF APMP Author
Proposal Writer / Proposal Manager / Technical Editor
Thank you so much, **Christopher S. Kälin**, and for putting together such a fantastic training program!

Course Roadmap

– 10 modules in 12 weeks

Your course roadmap with 10 interactive online modules

1



Understanding the fundamentals of modern bid management (75-90 minutes)

- Defining the scope of modern bid/proposal management and its process
- Understanding key terms and definitions
- Designing a powerful bid/proposal organisation
- The Five Stepping Stones of successful teams
- Managing varying workloads
- Applying key metrics
- Using the right tools, checklists, and templates

Target Group



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



Subject Matter Experts (Content Contributors)



2



From the customer's perspective (75-90 minutes)

- Thinking like an evaluator
- Understanding the buying centre and its decision making process
- Driving customer decisions
- From features and benefits
- From compliance and responsiveness
- Distinguishing between value and price
- Positioning in the differentiation spectrum
- Understanding different types of tenders

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Subject Matter Experts (Content Contributors)



3



Developing your proposal plan and mastering the bid/proposal process (~120 minutes)

- Getting the overview: The BidMaster™ Process
- Making a quick start: Systematic RFP analysis
- Taking the right decision: Bid or No-Bid? (qualification)
- Planning and mastering your process and reviews
- Planning document progress
- Preparing and running a professional kick-off meeting
- Managing virtual teams
- Managing partners and suppliers
- Mastering knowledge management for bidders

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Subject Matter Experts (Content Contributors)



Course Roadmap

– 10 modules in 12 weeks

4



Planning and developing compelling content: The Storyline™ Approach (150-180 minutes)

- Getting content planning right (outlining your document and defining powerful headings)
- Making it easy to read
- Developing winning key messages and theme statements
- Writing compelling proposal text (applying the Style Guidelines and APMP's Writing Guidelines)
- Leveraging pre-written text (boilerplate)
- Developing stunning graphics (ground rules) and using the right pictures and photos
- Increasing the impact of your cover pages, cover letters, page design

Target Group



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Subject Matter Experts (Content Contributors)



5



Tactical pricing and value creation (75-90 minutes)

- Refresher: Difference between value, price and cost
- Distinguishing between pricing strategies and pricing tactics
- Understanding the customer's business case
- Pricing of risks and uncertainties
- Understanding the Sweet Spot Approach
- Leveraging alternative pricing models
- Applying behavioural pricing: How to present the price

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Subject Matter Experts (Content Contributors)



6



Truly Compelling Executive Summaries and other specific Proposal Section (75-90 minutes)

- Writing truly compelling executive summaries
- Selling with resumés (CVs, bios)
- Convincing case studies
- Showing relevant experience
- Making 'About us' attractive
- Using appendices/annexes

Target Group



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Subject Matter Experts (Content Contributors)



7



Producing the final proposal with maximum impact (~60 minutes)

- Making it easy to read with the right page layout
- Leveraging Microsoft Word and creating efficient templates
- Creating professional PDFs
- Using alternatives to Microsoft Word (PowerPoint, InDesign)
- Increasing the impact of your proposal with cover pages, cover letters, divider pages, etc.
- Creating sizzle (QR codes, video clips, virtual reality)

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Subject Matter Experts (Content Contributors)



Course Roadmap

– 10 modules in 12 weeks

8



Creating appealing proposal graphics (75-90 minutes)

- Applying ground rules for creating proposal graphics
- Implementing key elements of visuals
- Using photos and stock pictures effectively
- Respecting copyrights
- Using icons
- Leveraging PowerPoint tricks
- Presenting data using Excel charts and infographics

Target Group



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Subject Matter Experts (Content Contributors)



9



Successful Negotiations for Bidders (150-180 minutes)

- Distinguishing between distributive and integrative negotiations
- Understanding the basics of successful negotiators
- Preparing negotiations
- Understanding BATNA and ZOPA
- Avoiding the discount game
- Defending psychological tricks
- Leveraging 'out-of-the-box' solutions

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Subject Matter Experts (Content Contributors)



10



Powerful Proposal Presentations (150-180 minutes)

- Understanding key principles of winning orals
- Preparing the show
- Applying the 7-step agenda
- Making it interesting
- Mastering virtual presentations (Teams, Zoom, Webex etc.)

Target Group



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Subject Matter Experts (Content Contributors)



Included for participants of the entire curriculum:

- Digital Badge
- Individual PDF certificate

Optional (free of charge):

BidMaster™ Certificate (Certificate of Achievement)

- End-of-training assessment:
 - 90 minute online exam + submission scenario-based text sample
- Digital Badge to prove the authenticity of your achievement
- PDF Certificate



All-inclusive or selected modules

– the Ultimate Bid and Proposal Management Curriculum

Access to Single Modules

Select those sessions relevant for you.

This is included:

- Access to selected live sessions (~60-180 minutes, depending on topic)
- PDF handout (optional)
- Access to recording (optional, valid for 180 days)

- Eligible for 1-3 APMP CEUs/CPDs (depending on topic)

From EUR 129 / USD 139 per module
(depending on topic)

Check dates and registration options:



Complete BidMaster Program

Join the entire program and earn your certificate.

This is included:

- Access to all 10 live sessions (~60-180 minutes, depending on topic)
- eBook *The Ultimate Bid and Proposal Compendium* (400+ pages of best practice)
- Access to all recordings (valid for 180 days) included
- Access to CSK's Knowledge Portal
- Free CSK Glossary (300+ terms)
- Free Digital Badge and individual, verified PDF course certificate to prove your participation
- (Free) option to complete the BidMaster exam (requirement: active participation in the five core modules plus 2 other modules)
- Eligible for 16 APMP CEUs/CPDs



EUR 2490 / USD 2590

Check dates and registration options:



Included: The Compendium (worth USD 98 / EUR 95)

— for attendees of the complete program

470 pages of concentrated bid management know how with over 100 diagrams, tables, checklists and models

All registrants of the complete program will receive a complementary copy of *The Ultimate Bid and Proposal Compendium*, either as paperback or eBook edition.



www.proposal-compendium.com



Also a great reference for candidates undertaking any of the APMP exams

Included: Digital Credentials

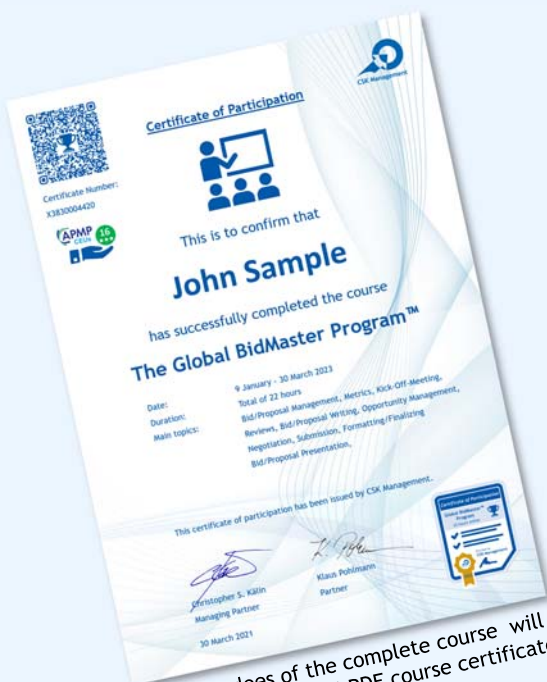
– for attendees of the complete program

Included: Credly Digital Badge and individual, verified PDF Confirmation

Upon completion of the course, all attendees of the complete program will receive an individual Certificate of Participation as a PDF document. They will also be provided with a Credly Digital Badge to publicly prove your participation:

The Digital Badge is digital confirmation, at no further cost:

- Digital badges don't expire.
- The authenticity of your achievement can be easily and instantly verified by third parties.
- Share your badge in your LinkedIn profile (under Licenses and Certifications) or on other major social media platforms, or in your CV/resume or email signature.



All attendees of the complete course will receive an individual PDF course certificate



Get your Credly Digital Badge



Share your Digital Badge on LinkedIn

Officially APMP CEU approved

Each session* is eligible for 1-3 CEUs/CPDs (depending on the topic). The entire program is worth 16 CEUs/CPDs.



*except for the negotiation part, as APMP does not cover negotiation

Optional: Become a CSK Certified BidMaster™

Optional: BidMaster™ Certificate (Certificate of Achievement)

As an option, participants can sit the end-of-program assessment, free of charge. Successful candidates receive a Certified BidMaster™ Digital Badge and an individual Certificate of Achievement in PDF format.

To become a Certified BidMaster™, participants need to:

- Attend at least 70% of the modules as a live participant.
- Sit the 90 minutes end-of-training assessment and achieve at least 50 marks
- Submit a proposal text sample based on a given scenario



Credly

What's the difference between APMP's (signature) certification scheme and CSK's BidMaster Certification?

	APMP Certification	BidMaster Certification™
Exam type	multiple choice (Foundation, Practitioner) submission of presentation, interview (Professional)	multiple choice and submission of documents
Type	independent, global certification program	end-of-training assessment
Pass/fail	three separate exams, pass/fail	one exam, three pass levels (Gold, Silver, Bronze)
Preconditions	Foundation: 1 year of experience Practitioner: 3 years of experience, APMP member Professional: 7 years of experience, APMP member	attendance of at least 70% of the course time
Cost	USD 425 (Foundation), USD 425 (Practitioner), USD 900 (Professional) - prices June 2023	free for participants of BidMaster™ classes
Availability	to anyone	to participants of BidMaster™ classes, as a free option to the course programme
Delivery	through APMP Approved Training Organisations	Through CSK
Basis	BoK	CSK materials, based on Compendium, aligned with APMP BoK

The Certified BidMaster™ Exam

Exclusive to participants of the Global BidMaster™ program

- **Target Group:** The Certified BidMaster™ is aimed at experienced bid/proposal or capture professionals. The assessment is exclusively available to those who have completed the Global BidMaster™ Program webinar series (it is therefore not a competing certification to the APMP certification scheme).
- The exam itself is free of charge.
- Participants can decide to take the assessment until 2 weeks after the last webinar session. The exam needs to be taken within 4 months after the last webinar.
- The assessment consists of two parts
 - Online exam with 100 multiple-choice questions in 90 minutes (non-native speakers get 100 minutes)
 - A writing exercise (you need to re-write an executive summary based on a scenario)
- **Part I: The online exam**
 - The exam covers topics presented in the BidMaster webinar series. Not necessarily everything is documented in the slides, but it was certainly explained. All answers are based on the Ultimate Bid and Proposal Compendium.
 - The exam will be open book, so you can use any offline materials. You cannot use online tools (such as Google or Chat GPT) or the APMP BoK.
 - Wrong answers are counted as minus 33% of the potential marks.
 - The maximum score is 100 marks.
 - To pass the overall exam, you need to achieve at least 50 marks in the online exam.
- **Part II: Submission of a revised executive summary:**
 - At an agreed point in time, you will receive your prep materials: You will receive a scenario with a description of the bidder, the customer, the opportunity and some background information. You will have now 30 minutes to familiarise yourself with the scenario.
 - You will receive a draft executive summary in Microsoft Word format 30 minutes after having received the above.
 - You are now tasked to re-work this summary within an hour, using track changes in Word. You may add, change or delete words, phrases or entire paragraphs. However, it is not the idea to completely re-write it.
 - You must send your version back after an hour (75 minutes for non-native English speakers). For every five minutes you are delayed, 10 marks are deducted from the overall result.
 - We will review your changes based on a fixed set of criteria. The maximum score is 50 marks.
- **Overall, you can achieve 150 marks:**
 - You can achieve up to 100 marks in the online exam, and up to 50 marks in the writing exercise.
 - If you achieve 75+ marks, you have passed on Bronze Level.
 - If you achieve 100+ marks, you have passed on Silver Level.
 - If you achieve 135+ marks, you have passed on Gold Level.
 - Once you have passed, you will receive a separate Digital Badge and an individual PDF certificate of your achievement (in addition to the Digital Badge and Certificate you get anyway for your participation in the webinar series).
 - If you fail, you can re-sit once at a date of your choice.
 - If you have passed and you wish to achieve a higher level (for instance you have achieved Bronze Level, and you wish to achieve Silver or Gold Level), you can re-sit after a waiting period of 6 months, for an administrative fee of USD 50 /EUR 50 / GBP 45.



They choose CSK Training





Contact us

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- www.cskmanagement.com www.cskmanagement.co.uk www.cskmanagement.de

Talk to us

- www.cskmanagement.com/meeting-request

