

# Intermedium

## Winning Tenders

Increase your win rate  
Any tender, any government market



Government procurement is demanding, complicated and drawn out  
It almost always involves a formal tender or request for proposal  
It is very different from commercial sector procurement  
But Government business is often high value and long term

### Course Description

This course is designed specifically for people involved in preparing tender responses for government. The course can help you understand the tender process and build the skills you require to maximise your chances of success.

The course covers:

- The tender evaluation process in government;
- Tender strategy and planning;
- The response document's 'audience';
- The Executive Summary;
- Risk management; and
- Key tips when writing the document.

### Course Objectives

Course graduates will gain an ability to plan and develop winning tender responses. They will be better positioned to:

- Protect against the economic downturn by building government business;
- Increase the pipeline of qualified opportunities;
- Increase win rates on government tenders;
- Increase productivity of the government sales team; and
- Reduce the cost of sale.

### Who should attend?

- Sales Executives and Managers
- Managing Directors
- Small Business owners
- Business Development Managers
- Tender and Bid Managers
- Marketing Managers
- Account Managers
- Managers involved in tender responses.

Intermedium

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## Course Instructor



**Judy Hurditch**  
Director  
Intermedium

Since founding Intermedium in 2004, Judy has become a highly regarded specialist on the government marketplace.

As an independent industry analyst, she has extensive knowledge about both federal and state jurisdictions, and a comprehensive knowledge of suppliers to governments.

Prior to her commercial sector experience, Judy spent almost twenty years in the public sector, predominantly in IT-related project management and business system roles. During this time, Judy managed major IT projects and procurements and was responsible for service delivery.

These roles included senior executive service roles within the Australian Taxation Office as well as in a NSW government corporation, senior project roles as the precursor to Centrelink and senior project management roles at the Office of Asset Sales.

Judy was a Deputy Commissioner of Taxation when she left the Australian Public Service.

Judy has an MBA from the Australian Graduate School of Management.

## Course Details

**Cost:** \$1500.00 (inc GST) per person  
\$1250.00 (inc GST) per person (*early bird discount if you register before 30.04.10*)

### Sydney

Wednesday 12 May 2010, 08:15-16:45  
The Learning Space, North Sydney

This course is run in both Canberra and Sydney.

For Canberra and Sydney dates and for further information contact [Kaan Uysen](#) on (02) 9955 9896.

## Why choose Intermedium

Intermedium specialises in Australian public sector markets. We have achieved a strong reputation with companies offering technology products and services to the public sector, and public sector agencies seeking to better understand the capabilities and capacity of their supplier base. We provide our clients with market information so that they can make informed decisions about the government market and with consulting services so that they can be more effective in the way they engage in the market.

