



All workshops available as
online and classroom courses



CSK Course Portfolio

Win More with Best Practice Bidding

2024 Programme v1.0

NEW
APMP Micro-
Certification Prep
Courses



Get this course portfolio as a PDF

They chose CSK



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All workshops available as
online and classroom courses


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‘The workshop was extremely interesting and gave us good ideas for managing our proposal.’

Lars Voges, Product Manager, M+W Zander Products

Classroom and Live Online Courses

All workshops are also available
as online courses



Our Approach for Maximum Results

'More practice, less theory'

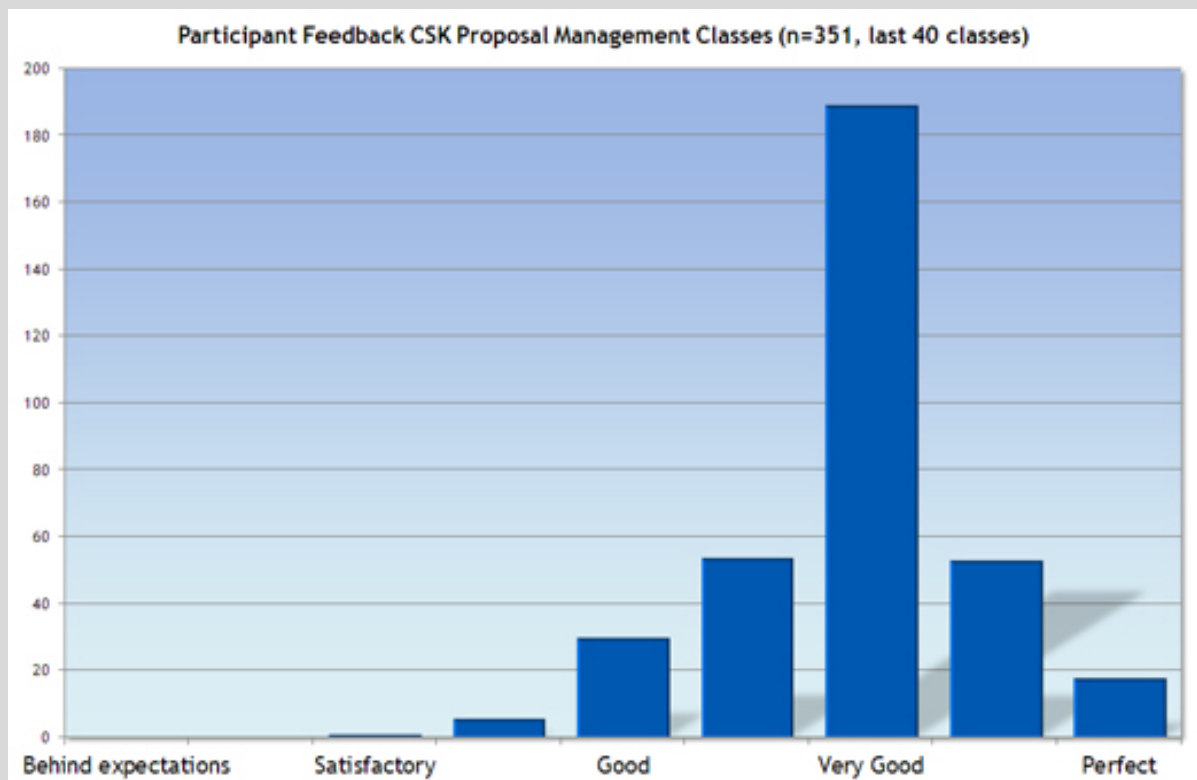
The courses build on a tried-and-tested workshop concept. 'More practice, less theory' is our motto. Participants are actively involved in the interactive intensive courses and receive structured feedback from the course leader and other participants. Participants receive practical tools that they can immediately start using in their organisation.

Our course leaders – APMP certified and highly experienced

We only employ experienced course leaders with excellent track records. They are either highly experienced Consultants or Line Managers. Please let us know if you would like us to introduce them to you personally.

Quality. Guaranteed.

We guarantee quality. When participants' average evaluation is not 'good' or 'very good', you are free to decide how much you would like to pay for the service provided, if anything.



Course location: What suits you?

Courses can take place at your premises, at a location of your choosing, or online (we use Zoom, Teams, or Alfaview). We are happy to help organise your course. We also run public courses – please ask about future dates.

Course length and dates

The classroom courses described are between one and three days duration. For online courses, we split a course day into three sessions of two to three hours. The earlier you book, the more flexible we can be with scheduling.

Optional live deal coaching after the course for long-lasting effects

To ensure lasting course impact, we help participants turn what they have learned into concrete proposals with live deal coaching. We organise these coaching sessions either at your premises or live via our online meeting platforms (Zoom, Teams, GoToMeeting). After the course, participants book a session to discuss elements of their current proposal directly with the course leader (e.g. phrasing the executive summary). This allows participants to efficiently put the course content into action, meaning they can integrate the methodology into their daily practice.

Expand course scope at a reasonable price with online courses

You have the option to extend the courses' scope with webinars or e-learning modules. For example, your bid team can take the storyline course in person and your sales team can take it online. We are available to discuss the various possibilities for using this blended learning approach to create your ideal training programme which provides long-lasting results.

Languages

English, German, other languages on request

Conditions

Prices do not include VAT or expenses.

Included:

All participant documents, an attendance certificate for each participant and all tools used are included. In addition, we will send you a summary of the participants' feedback after the course. The contractor is responsible for insuring the participants for the duration of the course.

More information and registration

Any questions? We would be delighted to answer them over the phone, in person or via email. Call us on one of the numbers below or email training@cskmanagement.com.

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CSK is an APMP Approved Training Organisation (ATO)
(Association of Proposal Management Professionals)

Which course is the right one for me?



Developing Winning Proposals

	Sales	Proposal/Bid Managers	Subject Matter Experts
Storyline Workshop <i>Standard</i> (2 days or 6 online sessions)	●●●	●●●	●●●
Storyline Workshop <i>Compact</i> (1 day or 3 online sessions)	●●●	●●●	●●●
Creating Convincing Graphics and Illustrations (1 day or 3 online sessions)	●	●●●	●●●
Writing Truly Compelling Executive Summaries (1 day or 3 online sessions)	●●●	●●●	●

Managing Proposals and Bid Teams Efficiently

	Sales	Proposal/Bid Managers	Subject Matter Experts
General BidMaster™ (3 days or 9 online sessions)	●●	●●●	●
General BidMaster™ <i>Compact</i> (2 days or 6 online sessions)	●●		●
The CSK BidMaster™ Program (10 online modules + optional exam)	● - ●●●	●● - ●●●	● - ●●●
Mastering Complex Proposal Management (1 day or 3 online sessions)	●	●●●	
Risk Management for Bidders (1 day or 3 online sessions)	●	●●●	

Successfully Bidding for Public Tenders

	Sales	Proposal/Bid Managers	Subject Matter Experts
Winning Public Contracts (1 day or 3 online sessions)	●●●	●●●	●●

Transforming Opportunities into Successes

	Sales	Proposal/Bid Managers	Subject Matter Experts
Best Practice Opportunity Management (1 day or 3 online sessions)	●●●	●●	●●●
Pricing and Value Creation (1 day or 3 online sessions)	●●●	●●	●
Powerful Proposal Presentations PPP (1 day or 3 online sessions)	●●●	●●	●●
Successful Price and Contract Negotiations (1 day or 3 online sessions)	●●●	●	●

Creating Convincing Technical Documents

	Sales	Proposal/Bid Managers	Subject Matter Experts
Technical documents that stand out <i>Standard</i> (2 days or 6 online sessions)	●	●●	●●●
Technical documents that stand out <i>Compact</i> (1 day or 3 online sessions)	●	●●	●●●

APMP Certification: Proof of Competence for Bid and Proposal Professionals

	Sales	Proposal/Bid Managers	Subject Matter Experts
APMP Foundation-Level Workshop (1 day or 3 online sessions)	●	●●●	●
APMP Practitioner-Level Prep Course (2 online sessions)	●	●●●	●
APMP Micro-Certification (60-120 minutes)	● - ●●●	●●●	● - ●●●

Courses for Buyers

Creating a successful RFP/ITT (1 day or 3 online sessions)	Audience: Buyers		
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Developing Winning Proposals



Storyline Workshop

creating and presenting winning proposals



Designed for:



Sales



Bid/Proposal Managers



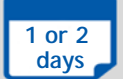
Subject Matter Experts



Available Formats:



Classroom Training



1 or 2 days



Live Webinars



3 or 6 sessions

Languages:

EN, DE, others on request

A successful proposal comes down to having the right proposal strategy and convincing arguments. The 'message tree' workshop shows participants how to use a message tree to systematically develop a proposal strategy and a logically structured, understandable storyline. The course focuses on formulating key messages which can be used during your sales pitch, bid and proposal presentation.

The course is aimed at proposal managers and all professionals who write proposals, as well as at sales representatives. The methodology used can be applied to all B2B sales situations.

The course also prepares you to pass the APMP Bid and Proposal Writing Micro Certification.



Content

- Participants get to know the key factors involved in a successful bid
- Participants develop key messages and a logical, conclusive and convincing storyline with the help of a message tree
- Participants practise working with style guides and formulating proposals using real examples
- Participants apply the basic rules for creating a compelling executive summary and apply the message tree for the proposal presentation. (Standard course only)

Workshop Approach

- 1-day or 2-day interactive workshop with up to 15 participants (respectively 3 or 6 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and practical examples
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

Available variations of this course:

- Storyline workshop for sales teams or SMEs (Subject Matter Experts)
- Storyline workshop for management consultants

Options:

- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams or Alfaview) or in person at your offices).
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

Creating Convincing Graphics and Illustrations – maximise your bid’s impact with convincing images

A picture tells 1000 words. That applies to proposals, too. Convincing images greatly influence client decisions.

This workshop explains how you can create convincing charts, illustrations and visualisations so that your message is well received.

The workshop focuses on the conceptual design of images with simple tools (such as PowerPoint.)

The course also prepares you to pass the APMP Graphics Micro Certification.



Content

- Participants discover examples of ‘good’, ‘not so good’ and ‘bad’ charts and images
- Participants recognise the difference between quantitative and qualitative charts and learn how to use them correctly (infographics)
- Participants can use colours, fonts and shapes correctly
- Participants learn to apply the 10 second rule
- Participants discover how to convey the right message with images
- Participants learn valuable PowerPoint tricks

Workshop Approach

- 1-day interactive workshop with up to 15 participants (respectively 3 online sessions of 2-3 hours)
- Short conceptual inputs and practical tools
- Exercises and practical examples
- Specific, structured feedback from the course leader and participants

Requirements

- Basic knowledge of Microsoft PowerPoint

Variations and Options

- *The Ultimate Bid and Proposal Compendium* (special rate for participants): It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

Designed for:



Sales



Bid/Proposal Managers



Subject Matter Experts



Available Formats:



Classroom Training



Live Webinars



Languages:

EN, DE, others on request

Writing Truly Compelling Executive Summaries – all about the most important part of your proposal



Designed for:



Sales



Bid/Proposal Managers



Subject Matter Experts



Available Formats:



Classroom Training



Live Webinar



Languages:

EN, DE, others on request

The executive summary is the most important part of your proposal and the part your client will read in the most detail. Here you need to show your client why they must accept your proposal and not the competition's. This workshop is aimed at all proposal professionals and at sales representatives who often have to write executive summaries.

The 5-box structure enables you to give your reader a convincing first impression of your proposal, as it gives them an overview from just the first few paragraphs whilst positively influencing them.

The course also prepares you to pass the APMP Executive Summaries Micro Certification.



Content

- Executive summary audience/readers
- Typical errors to avoid
- Executive summary 5-box structure (content and structure)
- Writing and style rules
- Charts and images in the executive summary
- General tips and tricks for successful executive summaries

Workshop Approach

- 1-day interactive workshop with up to 15 participants (respectively 3 online sessions of 2-3 hours)
- Short inputs and practical tools
- Creating an executive summary using a recent example
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

Available variations of this course:

- Compact version in half a day

Options:

- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office).
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

The Ultimate Bid and Proposal Compendium

— Special price for course participants

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

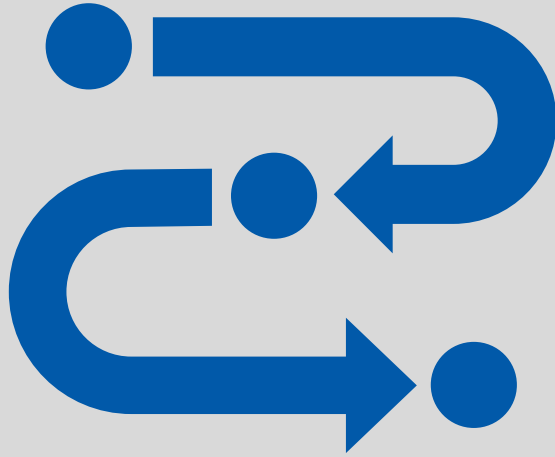
Also a great reference for candidates undertaking any of the APMP exams



www.proposal-compendium.com

‘The course was clearly structured and based on practical examples. CSK dealt with all aspects of a proposal in a way that was easy to follow and understand. Great group work, which really got everyone thinking for themselves.’

Thomas Herzog, Bids & Services Manager, COLT Telecom



Managing Proposals and Bid Teams Efficiently



General BidMaster™

– best practice for entire bid/proposal teams



Designed for:



Sales



Bid/Proposal
Managers



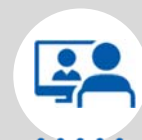
Subject Matter
Experts



Available Formats:



Classroom
Training



Live Webinars



Languages:

EN, DE, others on request

This 2- or 3-day course is suitable for all members of bid/proposal teams. Participants learn about the BidMaster™ framework with lots of practical examples and exercises. The course covers the entire bid process, including the RFP, the proposal strategy, writing the text and submitting the proposal.

As well as equipping them with essential rules, we take participants through the entire process using real examples. This allows participants to get to know a series of tools and concepts and practise putting them to use systematically using checklists, templates and methodological approaches.

Content

- Preparing to bid (what can/should I prepare before the RFP is released?)
- Understanding the buyer's side
- RFP analysis and deciding whether or not to bid
- Proposal planning, putting together a team, proposal strategy and document structuring
- Setting a price/winning price
- The Message Tree - convincing storylines
- Phrasing and structuring a proposal text, including style guidelines, the final proposal (formatting, creating a PDF, printing, packaging, etc.)
- Negotiation and bid presentation (only BidMaster™ Standard)

Workshop Approach

- 2-day or 3-day interactive workshop with up to 15 participants (respectively 6 or 9 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and practical examples
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

Available variations of this course:

- We are happy to modify this course for you to match your priorities.

Options:

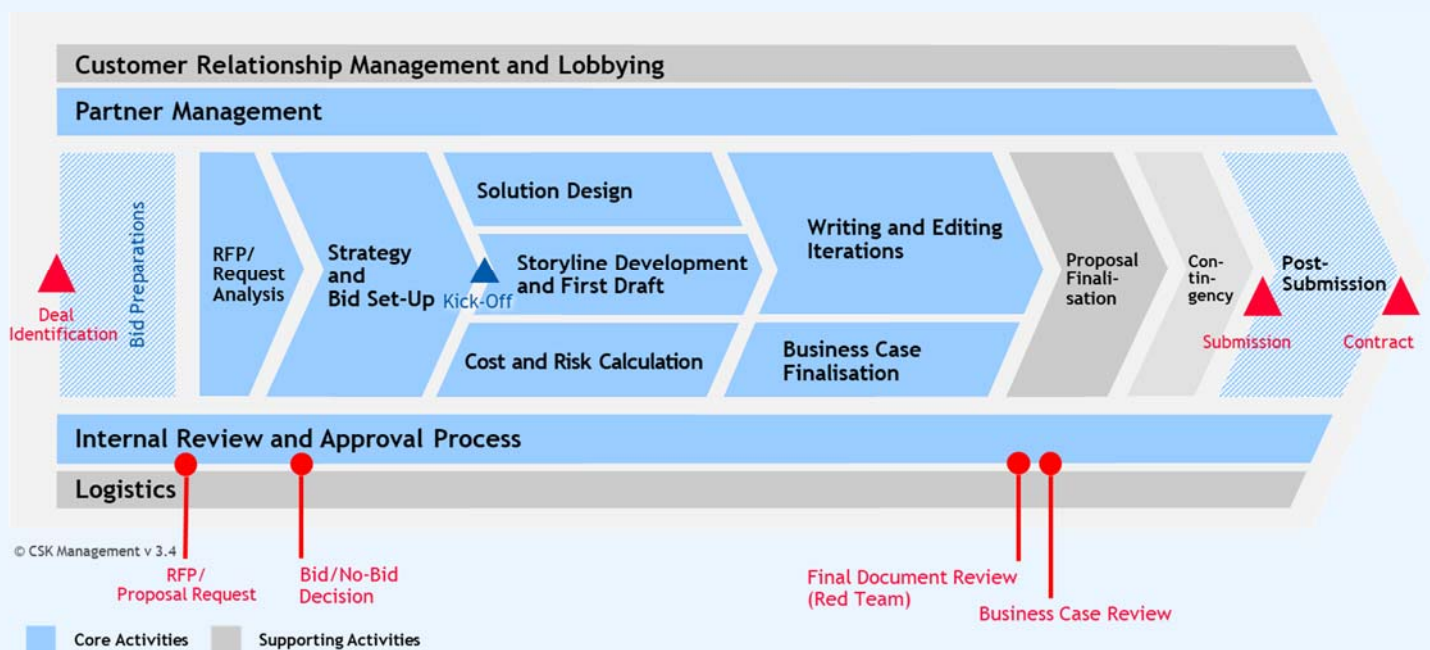
- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office).
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

General BidMaster™

Leveraging the BidMaster™ Framework

We developed the BidMaster™ Framework to allow you to benefit from our method as well. It covers tried and tested methods, tools and structures, which reflect each proposal management phase.

CSK has developed the BidMaster™ Framework in such a way that it can be applied independently of your organisation's specific internal processes. It allows for targeted analysis and a structured approach to optimising your organisation's bid/proposal setup.





The Global BidMaster™ Program
(10 online modules over 12 weeks)



Scan to download separate brochure!

The Global BidMaster™ Program

– the Ultimate Bid and Proposal Management Curriculum

The Global BidMaster™ Program: All the best practice in 10 interactive online sessions



Live Webinars

The ultimate professional curriculum in the bid/proposal space

Spanning 12 weeks, this program covers the entire BidMaster™ framework and contains loads of hands-on examples and best practice guidance to develop winning proposals – all aligned with the Association of Proposal Management Professionals' (APMP) Body of Knowledge. The BidMaster™ framework provides **methods**, **tools** and **structures** to cover the entire proposal process, from RFP analysis to document production, from proposal office installation to proposal presentation.

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.

Online and interactive

The BidMaster™ Program 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.

For everyone in the bid/proposal space: for experienced professionals as well as 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, writers, contributors, coordinators). It is for new hires as well as for experienced bid and proposal managers or opportunity/capture professionals.

Officially APMP CEU approved

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



The Global BidMaster™ Program

– the Ultimate Bid and Proposal Management Curriculum

Your modular course roadmap over 10 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

Target Group



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



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

Target Group



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



Subject Matter Experts (Content Contributors)



The Global BidMaster™ Program

– the Ultimate Bid and Proposal Management Curriculum

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



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



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

Target Group



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



Subject Matter Experts (Content Contributors)



6



Truly compelling Executive Summaries and other specific proposal sections (75-90 minutes)

- Compelling Executive Summaries
- Resumés (CVs, Bios)
- Case Studies
- Relevant experience
- 'About Us'
- Appendices/Annexes

Target Group



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



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)

Target Group



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



Subject Matter Experts (Content Contributors)



The Global BidMaster™ Program

– the Ultimate Bid and Proposal Management Curriculum

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



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



Subject Matter Experts (Content Contributors)



9



Successful Negotiations for Bidders (150-180 minutes)

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

Target Group



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



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



Bid / Proposal Professionals



Sales / Account Managers / Capture / Opportunity Managers



Subject Matter Experts (Content Contributors)



Optional BidMaster™ Certificate

- 90 minute online exam
- Digital Badge to prove the authenticity of your achievement



The Global BidMaster™ Program

– the Ultimate Bid and Proposal Management Curriculum

Access to Single Modules

Select those sessions relevant for you.

This is included

- Access to the live session
(~60-180 minutes, depending on topic)
- PDF handout (optional)
- Access to recording (optional, valid for 180 days)
- Eligible for 1-3 APMP CEUs (depending on topic)

Register here:



Complete BidMaster™ Program

Join the entire program and earn your certificate.

This is included

- Access to all ten live sessions
(~60-180 minutes, depending on topic)
- Access to all recordings (valid for 180 days) included
- Access to CSK's Knowledge Portal
- Free CSK Glossary (300+ terms)
- eBook *The Ultimate Bid and Proposal Compendium* (400+ pages of best practice)
- Opportunity to achieve the BidMaster exam (requirement: active participation in the five core modules)
- Eligible for 16 APMP CEUs

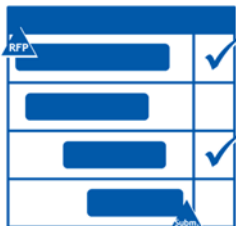


Register here:



Mastering Complex Proposal Management

– effective project management of complex bids



Designed for:



Bid/Proposal
Managers



Available Formats:



Classroom
Training



1 day



Live Webinars



3
sessions

Languages:

EN, DE, others on request

This one-day workshop is designed for all bid and proposal managers who are responsible for complex bid processes.

The workshop's focus is effective project management when creating complex bids, whereby teams from different departments need to be efficiently coordinated and managed to strict deadlines.

The workshop enables you to deliver world-class proposals in time and budget.

Content

- Structure and main elements of complex bid/proposal processes
- Setting up a bid/proposal team, roles and responsibilities
- Bid management projects' particular risks
- RFP analysis, proposal strategy, kick-off and reviews
- Using the critical path method during the proposal management process
- Tips, tricks and specific proposal management tools

Workshop Approach

- 1-day interactive workshop with up to 15 participants (respectively 3 online sessions of 2-3 hours)
- Short inputs and practical tools
- Practical exercises on bid planning and bid process management
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office.
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

Risk Management for Proposal Managers

– the right way to deal with opportunities and risks

Dealing with opportunities and risks in the right way during the bid process greatly influences your chances of winning an RFP as well as its profit margin. It is therefore key for bid/proposal managers to identify and assess opportunities and risks and develop strategies to reduce risks' negative financial impact.

This course provides participants with indispensable methods and uses practical examples, so they can recognise risks and opportunities early on in the proposal process and deal with them appropriately. Participants are able to put what they learn into practice quickly with the help of checklists and tools. The course is designed for bid and proposal managers as well as sales representatives.

Content

- Participants get to know the most important risk categories in the bid process
- Participants learn how to identify opportunities and risks, their meaning in the bid process and their subsequent use in different projects
- Participants practise qualitatively and quantitatively assessing opportunities and risks using tools and methods, in order to systematically understand them
- Participants learn and practise creating risk strategies to reduce risks and their negative financial impact

Workshop Approach

- 1-day interactive workshop with up to 15 participants (or 3 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and real examples
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office).
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Designed for:



Sales



Bid/Proposal Managers

Available Formats:



Classroom Training



Live Webinars



Languages:

EN, DE, others on request



Bid

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B



Successfully Bidding for Public Tenders



Winning Public Contracts

– what can and must I do to ensure my proposal is successful



Designed for:



Sales



Bid/Proposal
Managers



Subject Matter
Experts

Available Formats:



Classroom
Training



1 day



Live Webinars



3
sessions

Languages:

EN, DE, others on request

Winning public contracts can be very attractive. Public order volumes are generally relatively large in comparison to most private contracts.

It is important to know the particularities of public contracts so as not to make any procedural errors which would lead to your proposal being excluded.

This workshop explains the public tender system and participants discover the strategies, methods and tricks which are key to winning more public contracts.

In this course you will learn how to create a successful proposal without violating the rules of public tenders.

Content

- Participants get to know the most important rules and particularities of public tenders.
- Participants learn a structure for analysing tender documents
- Bid or no bid? The particular importance of qualification for public tenders
- Where do I find public tenders? How can I assess them?
- Participants discover how they can use public tenders to maximise their added value. They practise creating proposal texts which are not only compliant, but which also show the value of their service.
- Strategies, methods and tricks for responding to public tenders

Workshop Approach

- 1-day interactive workshop with up to 15 participants (respectively 3 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and real examples
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

Available variations of this course:

- Winning public RFPs in Switzerland (based on Swiss procurement law)

Options:

- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office.
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.



Transforming Opportunities into Successes



Winning the Game: Best Practice Opportunity/Capture Management

—the whole process from identifying the opportunity to signing the contact



Designed for:



Sales



Bid/Proposal Managers



Available Formats:



Classroom Training



1 day



Live Webinars



3 sessions

Languages:

EN, DE, others on request

Professional opportunity management (=capture management) is the key to successfully preparing a proposal.

Systematically discovering, understanding, analysing, planning and nurturing your opportunities leads to a measurably higher success rate.

In this workshop, participants will discover how to effectively manage an opportunity in order to maximise their likelihood of winning.

The workshop covers the entire sales cycle, from identifying the opportunity to the negotiation process.

Content

- You will learn how client needs develop into concrete demands and how they respond to the buying centre's needs.
- Participants learn how to systematically discover, understand, analyse, assess and document a business opportunity.
- Participants learn how to easily qualify opportunities.
- Participants learn the price-to-win method, to determine the ideal price point and maximise the chances of winning.
- They receive tools to successfully understand how the buying centre works.
- They receive tips and tricks for all phases from analysing client needs to negotiating.

Workshop Approach

- 1 or 2-day interactive workshop with up to 15 participants (respectively 3 or 5 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and practical examples
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office.
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

Pricing and Value Creation

– how to identify and calculate the 'right' price

Finding the 'right' price is the hardest part of managing a bid.

This pricing workshop helps you to understand how clients assess their prices and which pricing strategies you can use. Participants also learn which factors are essential when calculating the right price.

As well as pricing itself, we also give you lots of helpful psychological tricks to make your price appear attractive to the client.



Content

- Participants learn how clients perceive and assess prices
- Participants develop various price strategies
- Participants discover the price components and methods they need to know in order to set the 'right' price
- Participants learn why 'price' and 'value' often have nothing to do with each other
- Participants learn about the 'price trap'
- Participants learn various price presentation tricks

Workshop Approach

- 1-day interactive workshop with up to 15 participants (respectively 3 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and practical examples
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office).
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

Designed for:



Sales



Bid/Proposal Managers



Subject Matter Experts



Available Formats:



Classroom Training



1 day



Live Webinars



3 sessions

Languages:

EN, DE, others on request

Powerful Proposal Presentations (PPP)

– how to successfully stand out from the competition



Designed for:



Sales



Bid/Proposal
Managers



Subject Matter
Experts



Available Formats:



Classroom
Training



1 day



Live Webinars



3
sessions

Languages:

EN, DE, others on request

The process does not end once you submit your proposal, the proposal presentation often makes the difference between success and failure.

This workshop provides participants with the basis for creating and giving a convincing, clearly structured and easy to understand proposal presentation, so that your message is communicated to and understood by your client.

It also covers the key success factors for online pitches (through tools such as Teams, Zoom, Alfaview etc.).

Content

- The structure and content of successful proposal presentations
- The right way to create PowerPoint slides
- Key factors
- The Message Tree principle
- How do I convince my listeners? Presentation technique basics
- 'The Red Team' – How the client analyses the proposal
- Key success factors for online pitches (through Zoom, Teams, Webex etc.)

Workshop Approach

- 1-day interactive workshop with up to 10 participants (respectively 3 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and practical role play
- Specific, structured feedback from the course leader and participants
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

- *Optional extra day (or two additional online sessions):*
We act out your presentation live and optimise it using video evaluation.
- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office.
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

Successful Price / Contract Negotiations

— achieve better results and save your margins by carrying out successful price and contract negotiations

Negotiation skills are a strategic factor for success. With the right tool set, you will achieve better results and save your margins by carrying out successful price and contract negotiations.

The workshop uses a proven, very interactive workshop concept with short theoretical inputs and real-life examples and useful practical tools. To get as real as possible, we will go through a series of exercises and role-plays using your own case examples.



Content

- Foundation of negotiations (challenges for negotiators, about procurement, their typical approaches etc.)
- The Four Negotiation Principles (based on the Harvard Principle) and how to use them in real negotiation situations
- Special situation 'Price Negotiation': What's different to 'standard' negotiations and how to find out whether the buyer is bluffing or not
- 10 Psychological Tools for Successful Negotiations
- How to effectively prepare (using the CSK negotiation matrix)

Workshop Approach

- 1-day interactive workshop with up to 15 participants (alternatively 3 online sessions of 2-3 hours)
- Presentations, exercises, discussions, roleplays and working through specific cases
- Participants receive a comprehensive set of tools and guidelines to carry out successful negotiations
- Optional: Live deal coaching (see below)

Requirements

- No prior knowledge or experience required

Variations and Options

- *Live deal coaching for long-term results:*
To ensure the course's impact lasts, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office).
- *The Ultimate Bid and Proposal Compendium* (special rate for participants):
It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

Designed for:



Sales



Bid/Proposal Managers



Subject Matter Experts

Available Formats:



Classroom Training



1 day



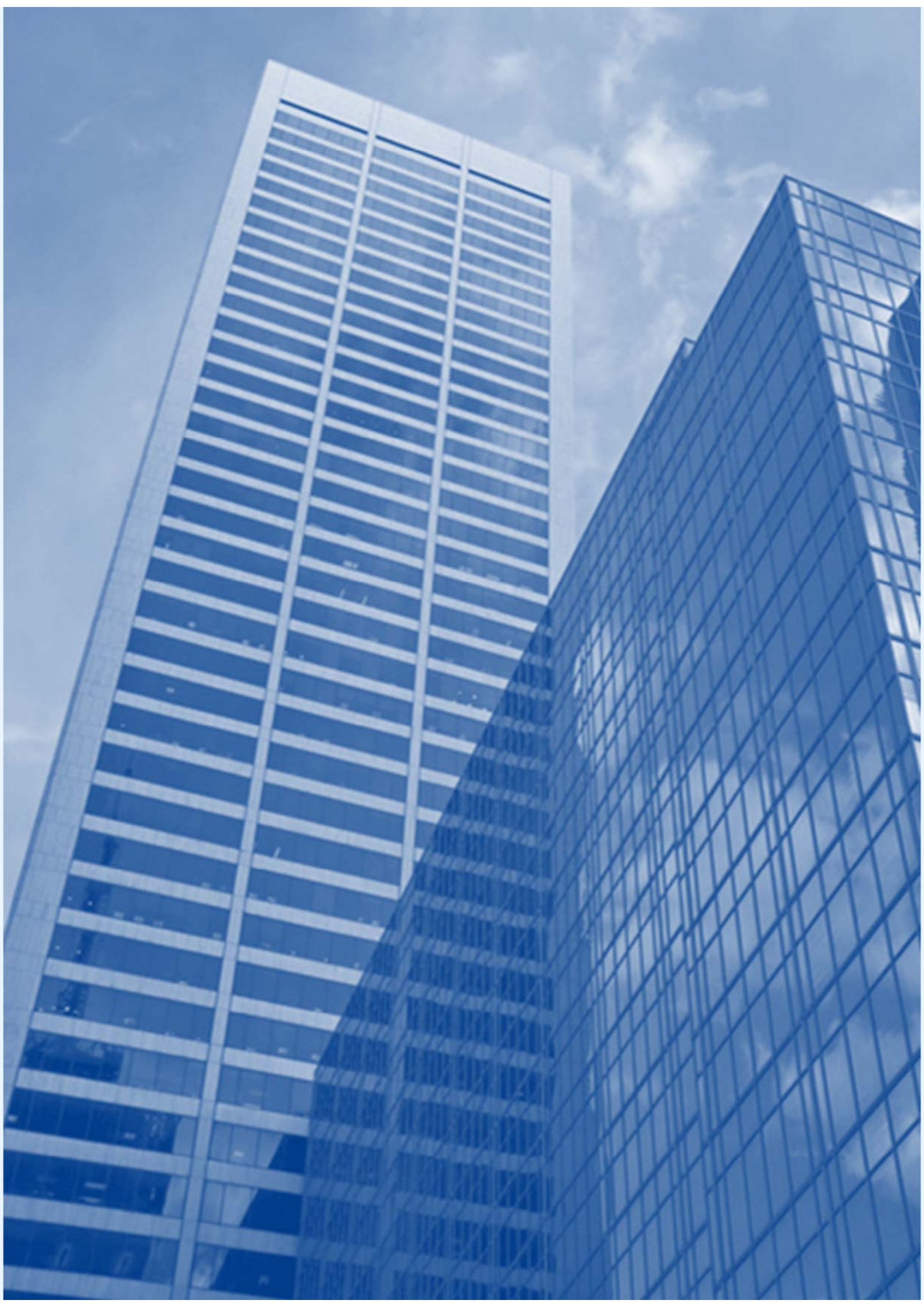
Live Webinars



3 sessions

Languages:

EN, DE, others on request





Creating Convincing Technical Documents



Technical documents that stand out

– how to create convincing technical documents



Designed for:



Subject Matter Experts

Available Formats:



Classroom Training

1 or 2 days



Live Webinars

3 or 6 sessions

Languages:

EN, DE, others on request

Technical documents tend to be dry, complicated and often dull to read. You can do better!

This course demonstrates how to create technical documents that appeal to both technical experts as well as less knowledgeable readers.

We show you how to structure a document, how you choose the right key messages and how to convert the content into an effective and easy to understand document.

The participants use real examples to transform boring, dry texts into convincing documents which are worth reading.

Content

- **Foundation:** What makes a document interesting and worth reading?
- Learn about reader needs and the different types of reader
- Lessons from journalists: key messages and document structure
- Choosing the right language, golden style rules
- Measuring document quality
- In the 2-day version, participants also learn how to convincingly communicate technical elements in a presentation and about the role of images

Workshop Approach

- 1-day or 2-day interactive workshop with up to 15 participants (respectively 3 or 6 online sessions of 2-3 hours)
- Short inputs and practical tools
- Exercises and practical role examples
- Specific, structured feedback from the course leader and participants

Requirements

- No prior knowledge or experience required

Variations and Options


- *Live deal coaching for long-term results:*
To ensure the course's impact will last, we help participants turn what they have learned into concrete proposals with coaching (either live via our online meeting platform (Zoom, Teams, or Alfaview) or in person at your office.



APMP Certification

 **Lauren Scharding, CF APMP** Author 3m ...
Proposal Specialist
Thanks so much! I really enjoyed taking your class and would definitely recommend it to other proposal professionals!

 **Jessica Howard, CF APMP** • 1st
Proposal Writer / Proposal Manager / Technical Editor
2h • ...
I'm happy to share that I've obtained a new certification: APMP® Bid and Proposal Management Foundation 2022 from **APMG International!**
Thank you again to **APMP** for awarding me the Charlie Divine APMP Certification Scholarship in support of this achievement, and to **Christopher S. Kälin** and **CSK Management** for helping me prepare for the exam!

 **Sandra Kerrigan, CF APMP** • 1st
Director of Proposal Development at Environmental Quality Management, I...
Here's a quick plug... I obtained my foundation certification through CSK and passed the exam on the first try. I hate exams. But in this case, I felt confident and ready to go. CSKs student pass rate must be 99%+!
CSK's content is relevant, and gives you everything you need to know to ace the exam. Do it!
Like | Reply · 1 Reply





CSK is an Approved Training Organisation (ATO)



www.apmp.org

APMP: The Association of Record for Bid, Proposal, Business Development, Capture, and Graphics Professionals

APMP Foundation-Level Workshop

— preparing for the first APMP certification exam



This course prepares experienced proposal managers for the APMP foundation level certification.

The APMP is the only recognised qualification in the world for bid and proposal management professionals.

After the course, participants will be ready to pass the complex APMP foundation level certification exam.

More on the APMP Certification:

<https://www.cskmanagement.com/en/our-services/education-training/apmp-certification>



Designed for:



Sales



Bid/Proposal Managers



Available Formats:



Four Webinar Sessions
(60-90 min. each)



Classroom Training
(incl. Prep Webinars)
(1 day)



On request:
Exam included

Languages:

EN, DE, others on request

Content

- Introduction to proposal management in accordance with the APMP Syllabus (refresh 2016)
- Specific APMP terminology and the APMP exam's main focuses
- Discussing sample questions
- Methodical exam preparation and tips on how to pass
- Participants will take the APMP Foundation level exam (multiple choice) and get the results back immediately.

Workshop Approach

- 1-day interactive workshop with up to 15 participants (respectively 3 online sessions of 1-2 hours, excl. exam)
- Interactive online course
- Basis: APMP Foundation Syllabus
- Practical exercises
- Short mock exam, exam technique

Requirements

- For the APMP certification: 1 year's experience in bid or proposal management
- Good (passive) knowledge of English (e.g. Cambridge Advanced Certificate)

Variations and Options

Available variations of this course:

- Combination with the Storyline Workshop
- Combination with the BidMaster™ Workshop
- eLearning option

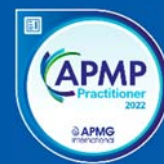
Options:

- *The Ultimate Bid and Proposal Compendium* (special rate for participants): It is the most comprehensive guide to winning bids, tenders and proposals. It's packed with lots of hands-on examples and best practice guidance to develop winning proposals.

*APMP membership is not required

APMP Practitioner Prep Course

— preparing for the second APMP Certification exam



Designed for:



Sales



Bid/Proposal
Managers



Languages:

EN, DE, others on request

For the APMP Practitioner level certification, participants prove that they have a detailed understanding of the key concepts and terms and that they have already used them extensively.

This certification level is open to all APMP members who have already obtained the APMP Foundation™ qualification.

We will support you in your preparation for the Practitioner exam.

The CSK Certification Webinar offers a Preparation Workshop over the web (e.g. using Zoom). To combine the cost benefit of a typical web-based solution with the advantages of an on-site training.

Content

- Overview of the APMP Practitioner certification
- Methodical exam preparation and tips on how to pass
- Focus topics of the Practitioner exam
- Sample questions

Workshop Approach

- Individual or group coaching (remote)
- Participants are provided with checklists and mock questions

Requirements

- APMP Foundation level certification
- Good knowledge of English (such as Cambridge Advanced)

Preparing for APMP's Micro-Certification



APMP launched a new series of Micro-Certifications end of 2022. APMP will introduce further topics in a variety of roles that are important to bid and proposal professionals.










CSK provides custom-tailored prep courses in two different formats:

a) Live Prep Courses (Webinars)

b) 24/7 eLearning Modules

They will help you maximising your chances to pass the exam.

Also visit APMP's website: <https://www.apmp.org/certification/>

APMP Micro-Certification	Live Prep Webinars	24/7 eLearning Modules
<p>APMP Executive Summary Micro-Certification (ES-M)</p> 	<ul style="list-style-type: none"> 1 Webinar ~60 minutes To be launched soon <p>check CSK's event calendar:</p> 	<ul style="list-style-type: none"> Interactive, self-paced eLearning course, access for 180 days 30-60 minutes <p>register here:</p> 
<p>APMP Bid and Proposal Writing Micro-Certification (BPW-M)</p> 	<ul style="list-style-type: none"> 1 Webinar ~150-180 minutes To be launched 2024 <p>check CSK's event calendar:</p> 	<ul style="list-style-type: none"> Interactive, self-paced eLearning course To be launched 2024 <p>check here:</p> 
<p>APMP Graphics Micro-Certification (GR-M)</p> 	<ul style="list-style-type: none"> 1 Webinar ~90 minutes To be launched 2024 <p>check CSK's event calendar:</p> 	<ul style="list-style-type: none"> Interactive, self-paced eLearning course To be launched 2024 <p>check here:</p> 





Courses for Buyers: Creating a successful RFP



Creating a successful RFP/ITT

– how to ask for great proposals



Designed for:



B2B
Buyers



Head of
Procurement

Available Formats:



Classroom
Training



Live Webinars



Languages:

EN, DE, others on request

Clearer and better thought-out RFPs/ITTs (Request for Proposal / Invitation to Tender) attract more suitable and comprehensible bids.

In this workshop you will study real examples to learn about the basics and key factors for successful RFPs, as well as receiving extensive and practical tips, tools, models, checklists and recommendations.

To explain the full RFP process in detail, in the workshop we go through a specific RFP step by step.

You will discover how to get better bids by taking simple steps and creating clear RFPs.

Content

- Participants discover the foundations for creating complete, successful RFPs: different RFP types, process, content, structure, criteria, basic conditions, tools
- You will understand the legal basis for both public and private RFPs
- You will understand what happens on the bidder's side when they receive an RFP
- You will receive checklists for the RFP creation process, models for creating RFP documents and evaluations
- You will receive tips and tricks for communicating with bidders

Workshop Approach

- 1-day interactive workshop with up to 15 participants (respectively 3 online sessions of 2-3 hours)
- Interactive course
- Practical exercises
- Participants are provided with checklists and models

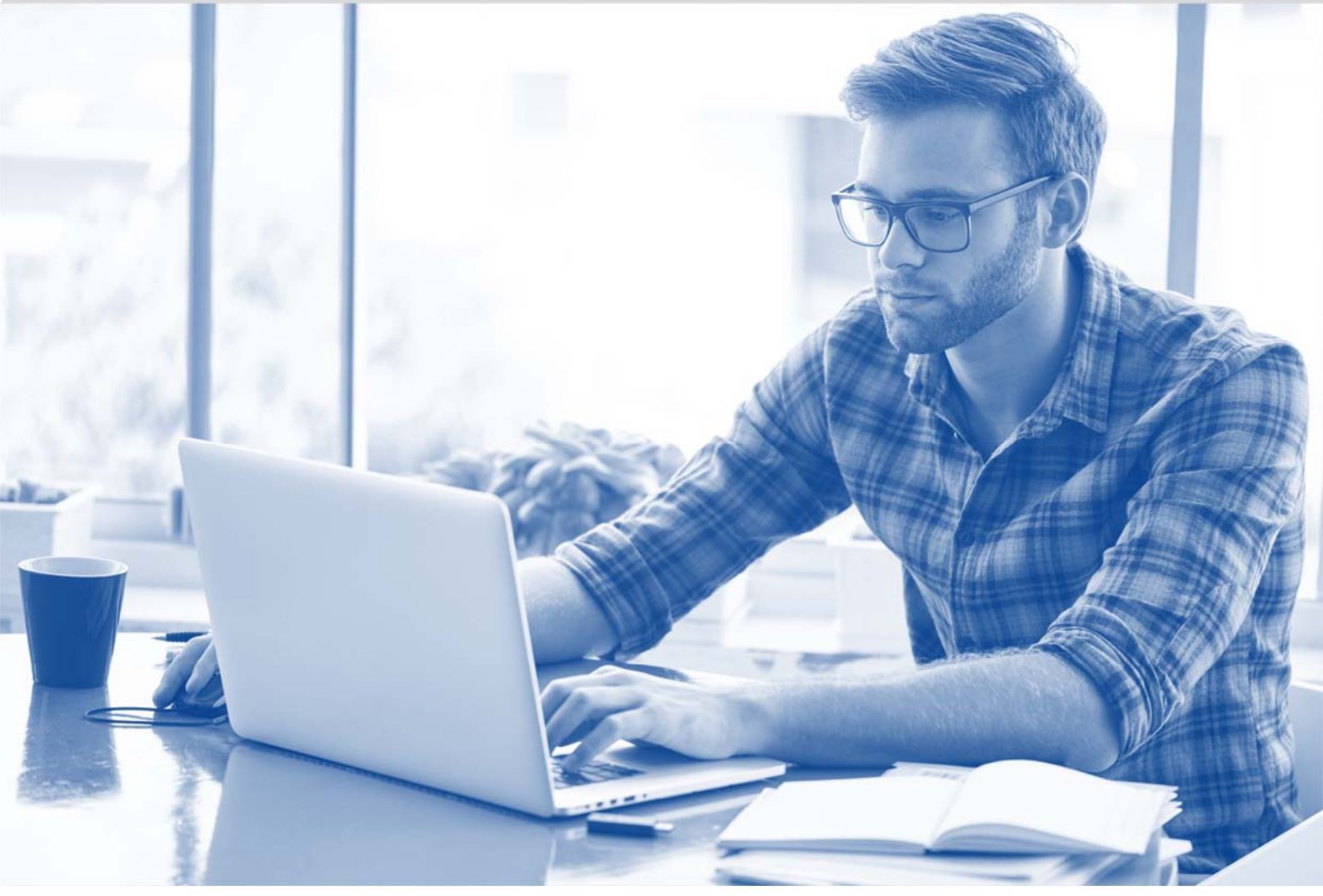
Requirements

- No prior knowledge or experience required

Variations and Options

- *Review of your RFP:*
We are happy to review your RFP and show you how you can speak more clearly to bidders to get better proposals
- For public contracting bodies, we add a module with the ground rules for public RFPs. You will also receive extra documents with these elements.

eLearning



eLearning

– flexible learning, where and when it suits you



CSK offers a wide range of distance learning options, including eLearning, webcasts and webinars. This allows you to continue learning without added financial or time pressure.

Take a look at our upcoming events at <https://www.cskmanagement.com/en/calendar>

CSK eLearning

Interactive eLearning modules are the most flexible way to complete further training. Participants can access courses online any time, from anywhere and with almost any device, in order to learn at their own pace. The eLearning modules work on Windows PCs, Macs, iPads and Android tablets. You are not required to download anything or install any software.

Participants have access to eLearning for 180 days upon registering.

With the 'option pack' participants receive all featured images and PDFs.

All eLearning modules are in English, so as to be accessible to the widest possible audience.

For easy LMS integration, all CSK eLearning modules are fully SCORM compliant (1.1, 1.2 and 2004). However, we can integrate our eLearning solutions into AICC, cmi5, and Tin Can API).



eLearning modules



eLearning modules		Course length	Price
<p>APMP Foundation-Level Prep Course</p> <p>This interactive, self-paced eLearning course gives you a comprehensive overview on proposal management best practices to prepare you for the APMP Foundation-Level exam. It is also ideal as an introduction for new hires or as a refresher for experienced professionals.</p> <p>The course covers the five key competency areas sales orientation, proposal planning, proposal development, proposal management, and information research and knowledge management. Over 70 APMP approved sample questions prepare you for the exam. It also provides useful hints on how to approach the Foundation exam.</p> <p>The option pack includes all shown slides as a printable PDF file as well an additional set of 75 online sample questions and their answers.</p>		3 to 6 hours	<ul style="list-style-type: none"> EUR 220/USD 295/GBP 200 for APMP members EUR 370/USD 465/GBP 340 for non-members Prices include the optional pack (PDF of featured content, 75 extra mock questions)
<p>Creating Winning Stories</p> <p>This interactive, self-paced eLearning course enables you to develop winning sales stories that you can apply in any B2B sales situation. You can use it in sales pitches, bid presentations, proposal documents or in face-to-face meetings with your customer.</p> <p>The course covers: about customers' needs, benefits versus requirements, the buying centre, key messages, the message tree concept.</p>		around 1 to 3 hours	<ul style="list-style-type: none"> EUR 69/GBP 62 for APMP members EUR 89/GBP 80 for non-members Optional pack: USD 10 /EUR 10/ GBP 9 (PDF of featured content)
<p>Writing Convincing Executive Summaries (Micro-Certification Prep Course)</p> <p>This interactive, self-paced eLearning course provides you with the know-how and the tools for writing convincing executive summaries: It is also ideal as an introduction for new hires or as a refresher for experienced professionals.</p> <p>The course covers: goal of the executive summary, length, typical readers and their needs, the authors, timeline during the proposal process, 5-box structure, style guidelines, quality check.</p>		around 30 to 60 minutes	<ul style="list-style-type: none"> USD 89/EUR 79/ GBP 69 for APMP members USD 109 / EUR 99 / GBP 89 for non-members Optional pack: USD 10/EUR 10/ GBP 9 (PDF of featured content)
<p>Powerful Proposal Presentations</p> <p>This interactive, self-paced eLearning course enables you to develop powerful proposal presentations.</p> <p>The course covers: typical audience needs, ideal agenda (7-point structure), key mistakes, how to introduce your team, development of key messages. Alternatives to PowerPoint. Special aspects of virtual presentations.</p>		around 30 to 60 minutes	<ul style="list-style-type: none"> EUR 59/GBP 53 for APMP members EUR 79/GBP 71 for non-members Optional pack: EUR 10/GBP 9 (PDF of featured content)

You can book all eLearning modules directly through the CSK online store:



Ask us about discounts when ordering multiple courses or booking for several users.

CSK eLearning: Fully SCORM compatible

SCORM

(Sharable Content Object Reference Model)

Easily integrate CSK eLearning into your LMS (Learning Management System)

All CSK eLearning modules are fully SCORM compliant (1.1, 1.2 and 2004). However, we can integrate our eLearning solutions into AICC, cmi5, and Tin Can API.

- Guaranteed compatibility with your online educational platforms - keep track of all the employees' results and store them.
- Maximised cost-effectiveness as there are no additional costs for integrating.
- All content will still be usable even if you choose to change or upgrade your LMS.
- Employees will recognise standard SCORM content structure right away and will be able to get straight to work.
- Interactive content that complies to SCORM best practices are trusted to be usable and functional.
- CSK's SCORM compliant eLearning modules are ready to use right away with no additional development necessary.

Branded, custom-tailored eLearning for your employees

We are happy to provide you with custom-tailored eLearning modules for your LMS.

Live Deal Coaching



Live Deal Coaching

— for long-lasting results you will leverage every day

To ensure the course's impact will last long after the course, we help participants turn what they have learned into concrete proposals with live deal coaching.

Online or live in-person

We organise these coaching sessions either at your office or live via our online meeting platforms (Zoom or Teams).

After the course, participants book an online session and can then discuss elements of the current proposal directly with the course leader (e.g. phrasing the executive summary). We can also meet at your premises to discuss a specific bid situation.



1:1 real-life application

Participants can therefore efficiently put the course content into action, meaning they can integrate the methodology into their daily routine in the long term.

We generally do the live deal coaching immediately after the workshop. Ideally, it should be done within three months following the workshop. Coaching can be booked by the hour (for online meetings) or by the day (for in-person sessions.)

‘Thank you very much for the great support. Without your materials, sample exams and timely support I would have not cleared my CF APMP exams yesterday. I am really grateful. The coursework was a blast.’

Chanderamouli Ganesan, India



Finding the right staff doesn't have to be difficult

Requirements Analysis

- We ask the right questions
- We know what skills a bid/proposal manager needs

Higher candidate suitability

Research and Matching

- Access to 3,000+ bid and proposal managers
- CSK database of qualified profiles

Easier access to experts

Candidate Check

- Interview with best practice test
- Interview with the candidates
- Presentation of results

Higher chance of success

Candidate Selection

- Candidate ranking based on requirements
- Assessment (optional) of your preferred candidates

Less effort for you


Coaching/ Training/ Development

- Employee coaching for 3 months
- Development and training plan according to goals

Quicker return on investment

What you should look out for

– Your checklist for choosing your training provider

		 CSK Management	Provider 2	Provider 3
1.	The provider can provide concrete references from your industry which are adapted to your requirements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	The provider guarantees in their offer that you will get the most suitable course leader for you	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The course leader has extensive, up-to-date, practical experience in the course subject	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	The course leader regularly holds other courses and can provide positive feedback they have received	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	The course leader has a certification in bid and proposal management (e.g. APMP certification)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	The course leader is actively involved in further developing best practices (e.g. at APMP, the Association of Proposal Management Professionals).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	The training provider builds on a business process framework and a practical toolbox for implementation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Contact us

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

Talk to us

- www.cskmanagement.com/meeting-request

