
Winning Bids and Proposals: Capture, Writing and APMP Foundation Exam Preparation Course

22 – 26 March 2027
Madrid





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Programme Summary

Winning Bids and Proposals: Capture, Writing and APMP Foundation Exam Preparation is the subject of this one-week training course for bid managers, proposal writers and commercial leads at managerial level, ending in a bid response pack for one opportunity. Organisations lose contracts through late qualification, weak themes and non-compliant responses. The programme moves from principles of the proposal lifecycle, through diagnosis of opportunities and weak responses, to design of capture plans and documents, then to a live bid. Mars Training Centre UK delivers this Winning Bids and Proposals programme for bid and proposal teams.

The Business Case

When teams bid on every invitation, start writing late and review only at the end, responses miss requirements, repeat generic claims and consume specialist time that wins nothing. Teams that qualify early and review in stages spend effort on opportunities they can win and present their case in terms the evaluator can score.

- Bid Win Rate: Improves as qualification, win themes and evaluator-focused writing sharpen each response.
- Bid Cost: Falls as weak opportunities are declined early and effort follows a staged plan.
- Compliance Quality: Rises as requirements are tracked in a matrix and checked at review points.

Principles and Evidence Base

- APMP body of knowledge and proposal lifecycle: It structures the sequence of capture, writing and review activities across Sessions 1 to 4 and the exam preparation in Session 5.
- Bid and no-bid decision model: It frames the qualification exercises in Session 2.
- Compliance matrix and win themes: They guide requirement tracking and message design in Sessions 3 and 4.
- Colour team reviews: They set the staged review routine applied in Sessions 4 and 5.

Intended Participants

- Bid managers who coordinate responses to tenders and invitations across several contributors.
- Proposal writers who turn technical input into persuasive, scoreable text.
- Commercial leads who decide which opportunities to pursue and how to price and position them.
- Subject specialists who contribute to responses and review drafts against requirements.

The programme suits engineering, consulting, information technology and professional services teams.



Learning Outcomes

1. Participants will be able to evaluate an opportunity using a bid and no-bid decision model.
2. Participants will be able to construct a capture plan with customer insight, competitor position and win themes.
3. Participants will be able to diagnose compliance gaps in a draft response using a compliance matrix.
4. Participants will be able to design a storyboard and write sections that answer evaluation criteria directly.
5. Participants will be able to prioritise review comments and organise colour team reviews.
6. Participants will be able to classify proposal management terms for the APMP Foundation exam.

Programme Structure

Day 1: Winning Bids and Proposals Principles

What does the proposal lifecycle contain, and where are bids won or lost?

- Proposal Lifecycle Map
- APMP Foundation Syllabus Outline
- Bid Roles and Responsibilities Chart
- Evaluation Criteria Reading Method
- Proposal Terminology Glossary

Day 2: Qualifying Opportunities and Diagnosing Weak Bids

Which opportunities deserve a response, and why do weak responses fail?

- Bid and No-Bid Scoring Sheet
- Customer Needs Analysis Canvas
- Competitor Position Grid
- Past Response Weakness Review
- Capture Risk Register

Day 3: Designing Capture Plans and Compliance Tools

How are customer insight and requirements turned into a plan?

- Capture Plan Template
- Win Theme Statement Format
- Compliance Matrix Builder
- Solution Discriminator Table
- Pricing Position Brief



Day 4: Writing and Reviewing Proposals

How is a response written and checked so that evaluators can score it?

- Storyboard and Section Plan
- Evaluator-Focused Writing Guide
- Executive Summary Structure
- Colour Team Review Protocol
- Comment Resolution Log

Day 5: Applying Proposal Methods and Exam Preparation

Is the bid response pack ready, and are the Foundation topics secure?

- Applying the Session 2 Scoring Sheet to the Live Opportunity
- Testing the Session 3 Compliance Matrix on a Draft Response
- Running a Session 4 Review on Participant Sections
- Foundation Topic Practice Questions
- Completing the Bid Response Pack

Methodology

The programme uses a structured exercise method built on a sample invitation and anonymised response extracts. Participants qualify the opportunity, build capture and compliance tools, write and review sections in pairs and answer practice questions on the Foundation topics.

- Suggested activity: Scoring a sample invitation with a bid and no-bid sheet and defending the decision.
- Suggested activity: Turning a customer need into a win theme and testing it with a peer.
- Suggested activity: Reviewing a draft section against the compliance matrix and logging comments.

Capstone Output

Each participant completes a bid response pack for one opportunity. It holds a bid and no-bid assessment, a capture plan with win themes, a compliance matrix, a storyboard with a drafted executive summary and a review log. The pack is used as the working file for a real response and as a template for later bids.

Frequently Asked Questions

Is winning bids and proposals suitable for people who write responses only occasionally?

Yes. Winning bids and proposals assumes some exposure to tenders or invitations and starts from the proposal lifecycle, so occasional contributors can follow the method and its vocabulary.



Which references does winning bids and proposals rest on?

Winning bids and proposals rests on the APMP body of knowledge, the bid and no-bid decision model, compliance matrices, win themes and colour team reviews.

How is the response pack from winning bids and proposals used at work?

You use the bid response pack as the working file for a real response, reuse the capture plan and matrix as templates, and keep the review log for later bids.

How does winning bids and proposals differ from a programme on tender evaluation?

Winning bids and proposals centres on preparing responses as the bidding organisation, while a tender evaluation programme centres on scoring responses as the buyer.