

## WORKSHOP MODULE CONTENT

### 1. Behind Closed Doors

Drawing on our research with evaluation panels: what evaluators are looking for in tenders, how they score, what bidders do well

### 2. Bid mindset

Move beyond compliance and procurement thinking

### 3. Formula for winning

Understanding the 5 elements every bid needs for success

### 4. Solution development

Understanding the client's objectives, risks and challenges in order to develop a high value solution

### 5. Differentiation

Creating a unique value proposition through custom initiatives

### 6. Strategy development

Articulating your competitive edge through a clear and meaningful win strategy

### 7. Bid management

Implementing a disciplined bid management process, from content analysis to sign offs

### 8. Document reviews

Optimising your solution and your submission through the power of collaboration

### 9. Content analysis

Understanding the client, shaping the solution and preparing the submission to maximise scoring

### 10. Content development

Using 3 drafts and 8 layers to develop a comprehensive and compelling response

## ABOUT US

Aurora Marketing is renowned as the company that pioneered the revenue submission management space in Australia. We have worked on thousands of deals for organisations of all sizes and across most sectors. We have made our name by winning some of Australia's biggest construction, infrastructure, manufacturing and services contracts.

We've helped clients secure more than \$160 B of work and achieved a phenomenal success rate of 98.5%.

## OUR TEAM

One of Aurora Marketing's greatest strengths is the size and calibre of our team which enables us to provide services and support as required. We're a special forces team of strategists, communicators, designers, project managers and marketers, backed by a proprietary system for submission management processes and tools.



The whole workshop was very relevant and informative. I was able to take something away from each module and will be applying so much of what was presented into our future bids and tenders.

- Dannielle Leer, Hazel Bros (Qld) Pty Ltd

## CONTACT US

Brisbane | Sydney | Melbourne | Adelaide | Perth | Canberra

T 1300 976 312 E [info@auroramarketing.com.au](mailto:info@auroramarketing.com.au)  
[www.auroramarketing.com.au](http://www.auroramarketing.com.au)

