



# UNDERSTANDING TENDERS

A Short Course by  
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Small Company, Big Business

*Helping Small Business Do Business With Big Business*

# UNDERSTANDING TENDERS

In crazy times, small business owners need to know how to make our businesses sustainable and ride out the rough times.

An often untapped source of work is through winning Tenders.

But far too many Small Business owners and managers simply don't know how to go about applying for Tenders.

There are many tender-writing specialists out there who can help. But as a Small Business owner myself, I know that it's not always possible to pay thousands of dollars to have one of these professionals (and they are very good) prepare your submissions for you.

I had to teach myself, and I made many mistakes on my learning journey!

I realised there was a gap in what was available to Small Business owners. They need a short introduction, at a reasonable cost, so they can take their first steps into the world of tendering.



## Who is this course for?

This course is aimed at business owners and managers who have limited to no experience with tender and grant writing, but want to find out about how it works, and how to go about approaching their first tender submission.

## What will you learn?

I will help you understand the basics of tenders and what it takes to win.

In this course you will get:

- Tips and tricks on what to look for in a tender document
- What is expected from the tender review panel
- Insider tips and tricks on how to write a winning tender



## What's in the Course?

### Module 1

Understanding Tenders introduction  
Like every professional discipline, tendering has its own language and acronyms. We get these cleared up first.

### Module 2

Getting the basics right

- The 4 P's of winning Tenders
- Preparing a Tender Summary
- Extracting the needs of the client
- Who will be reading your Tender?
- Relevance of what you provide

### Module 3

Alternative and non-conforming Tenders

### Module 4

Positioning yourself to win

### Module 5

Presentation and layout

### Module 6

Submission and follow-up

### Module 7

Additional resources



## What will I take away from the Course?

At the end of the Understanding Tenders Course you will understand:

- the different types of Tenders you may see
- how to read Tender documents
- how to decipher exactly what they are looking for
- the most common errors to avoid
- how to make sure your submission doesn't fail at the first hurdle
- how to make a decision on whether to respond to a Tender or not
- how to give yourself the best possible change of success

## Interested?

For more information, send me a quick email on [bronwyn@bronwynreid.com.au](mailto:bronwyn@bronwynreid.com.au) with your questions.

## Ready to start?

- Email Bronwyn directly on [bronwyn@bronwynreid.com.au](mailto:bronwyn@bronwynreid.com.au) so we can get the admin stuff sorted.
- Payment can be made by Credit Card or PayPal.
- Login details will be sent to you by email.

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## Want to know about other Courses?

There's more to explore at my [Work With Me](#) page.



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