



TRAINING

TENDER WARGAME



BIDDING STRATEGIES TO OPTIMIZE WINNING RESULTS

*This is a unique learning opportunity
to enhance your skills and knowledge in tenders!*

TENDER WARGAME

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Program Overview

Tender wargame is an innovative and thrilling program that combines strategy, competition, and excitement like never before. In this immersive experience, participants will have the opportunity to engage in strategic battles, navigate complex negotiations, and demonstrate their business acumen in a dynamic environment. With highly practical exercises on tender bidding and strategy, attendees will face tender bidding scenarios and work in groups and individually, to identify successful strategic bids.

Learning Objectives

By attending this training, you will learn:

- How to obtain the best of tender data analytics
- How to apply tactical and real-life scenarios to tender bidding
- Importance of Tender Data insights
- Tender strategies
- Importance of tender planning
- How to strategize tender targeting

This will be achieved by:

- Working with peers on real life tender scenarios
- Working in group and competing
- Using a "Tender Wargame" tool by Eversana
- Discussing and comparing results in group sessions

Target Audience

This training is targeting professionals in Pharma and Medtech such as:

- Tender Managers
- Pricing Managers
- Market Access functions
- Sales Managers
- Any function involved in tender management and strategic pricing.

**An immersion of 1½ days
can not only accelerate
knowledge sharing
but boost your team cohesion
and transfer to practice!**

**APPLY NOW!!!
PLEASE VISIT**

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PROGRAM

The Learning Journey

This program allows you to embark on a comprehensive learning journey to gain a deep understanding and comfort with several types of tenders and bidding procedures. Explore key topics such as tender types, award types, evaluation criteria, and different product categories. Prepare for successful bidding strategies based on data-driven decisions and stakeholder considerations. Engage in immersive tender wargames, reflecting on best practices and refining bidding strategies. Discover the power of Eversana Simulation tools and explore improved outcomes. At the end, you conclude the journey with valuable insights and best practices for successful bidding in different scenarios.

Introduction to Tenders

1 | DIVERSE TYPES OF TENDERS AND BIDDING

- Learning Goal:
Making sure the audience is aware and comfortable with diverse types of tenders and bidding procedures.
- Covered Topics:
 - Tender types: Open, restricted, etc.
 - Award types: Solo vs Multiple Awards
 - Evaluation Criteria: Price, Quality and Services
 - Type of products: generics and biosimilars vs originators (patent protected) Therapeutic class tenders (PL1 inhibitor in New Zealand, Italy, and Spain direct negotiation)

2 | BIDDING PREPARATION PROCESS

- Learning Goals:
 - How to make a data based informed decision
 - What the key Stakeholders would like to know, before making a bidding strategy
- Covered Topics:
- Data, Analytics, pricing data availability

3 | TENDER WARGAME (PART 1)

- Learning Goals:
Learn how to place tactical bidding strategy to maximize profitability for your products.
- Covered Topics:
 - Tender bids
 - Pricing strategy
 - Bid / No bid scenarios.
 - Tender competition simulation within diverse groups

MEET YOUR FACULTY

GERARDO PECCIA
Director, Contracts and Tender Solutions
 EVERSANA



Gerardo leads the contract & tender solutions group within EVERSANA. In this role he helps build out data and insights around contract & tender processes and supports implementation of contracting solutions for EVERSANA clients while advising on tender and contract best practices.

Before EVERSANA, Gerardo led European tender desk operations at HQ for Molnlycke, where he was responsible for overall pricing and operations across Europe. He was responsible for implementation of all governance processes, software and data acquisition and analytics around contracting and tendering across Europe.

Prior to Molnlycke, Gerardo led the same tender role at Applied Medical, including the building of bespoke processes and systems for managing and analyzing tender operations and functions for Applied Medical.

Gerardo has 10+ years of tender and contract operations, software, data, and analytics experience in the Medical Device space. He has a degree from the University of Rome Tor Vergata, and a master's degree from the University of Siena.

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PROGRAM

4 | REFLECTIONS OF THE 1ST WARGAME

- Learning Goals:
 - Reflections and learning from Tender Wargame
 - Best bidding strategies
- Covered Topics:
 - Bidding strategies
 - Bid / No Bid scenarios.
 - Best practices for successful bidding (specific on the Wargame exercise) and price predictions
 - Provide best practices (strategies scenarios) prepared upfront, based on the different scenarios.

5 | ADDITIONAL TENDER WAR GAMES (PART 2)

- Learning Goals:
 - Showcase of Eversana Simulation tools.
 - Tool interface demo
 - Perform again the exercise, this time using the Eversana tools.
- Covered Topics:
 - Improved outcomes?
 - Group discussions

6 | CONCLUSION

- Learning Goals:
 - Reflections and learning from Tender Wargame
 - Best bidding strategies
- Covered Topics:
 - Bidding strategies
 - Bid / No Bid scenarios
 - Best practices for successful bidding (specific on the Wargame exercise) and price predictions
 - Provide best practices (strategies scenarios) prepared upfront, based on the different scenarios

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PRACTICAL INFORMATION

Subscription

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Additionally, get direct access to the best resources, weekly updated with new content, webinars, dynamic talks, tools from the EPP Community.

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In company – Customised

All programs can also be delivered as an in-company programme – or customized on demand.

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