

The APMP advantage

Bidding Smarter, Winning More

How Siemens Healthineers South Africa used APMP certification to strengthen their bidding process

There are many factors that make or break a business. Winning bids is one of them. Every bid you submit represents potential revenue, growth, and competitive advantage. But without a sharp, structured bid and proposal process, even the best companies can lose out.

That's why APMP (Association of Proposal Management Professionals) certification is more than a nice-to-have—it's a must. With APMP certification, you gain the skills and strategies to create compelling, high-quality proposals that increase your win rates.

And when it comes to APMP training, nFold is your ideal partner. We don't just teach; we help you build a stronger, more profitable bidding operation.

Just ask Siemens Healthineers.

Why APMP certification matters

APMP certification gives you the skills, tools, and confidence to build winning proposals. It helps teams collaborate better, align their strategies with business goals, and, most importantly, win more business.

This globally recognised certification isn't just a badge; it's proof that you know your stuff. It brings consistency, efficiency, and quality to your bid processes, making it an essential asset for any organisation that wants to stay ahead.

nFOLD
inspiring success



CASE STUDY: Siemens Healthineers and nFold

Siemens Healthineers South Africa wanted to fine-tune their bid processes, boost team collaboration, and improve efficiency. They turned to nFold because of our expertise, APMP credentials, and hands-on approach. Here's how we helped:

Benchmarking

We started with a deep-dive benchmarking exercise, comparing their approach to industry best practices. This gave us a clear picture of what was working—and what needed improvement.

Tailored solutions

Rather than generic advice, we provided practical and actionable recommendations.

One key insight? Their teams—sales and proposals—needed to work from the same playbook, with aligned expectations and a shared language.

The solution? APMP certification.

Stakeholder buy-in

We didn't just work with bid teams. We engaged stakeholders at all levels to ensure lasting change.



Reaping the rewards

The transformation at Siemens Healthineers wasn't accidental—it was strategic. The result? A streamlined bid process, better teamwork, and a boost in efficiency—helping Siemens Healthineers achieve their business goals faster and more effectively.

APMP certification isn't just about learning best practices; it's about applying them in a way that delivers real results. You're not just getting a certification—you're getting a competitive edge. It gives professionals and teams a competitive edge by standardising processes, aligning teams, and improving the quality of every proposal. Here's what you'll gain:

More efficient processes

Say goodbye to last-minute scrambles and hello to structured, strategic bidding. With APMP certification, you'll gain a framework that keeps your bid process running smoothly, reducing stress, improving accuracy, and ensuring better quality proposals.

Higher win rates

More wins mean more business, and who doesn't want that? APMP-certified professionals have the skills to craft compelling, compliant, and customer-focused proposals to increase win rates.

Better teamwork

Get your sales, bid, and technical teams working together like a well-oiled machine. APMP actively promotes cross-functional engagement, ensuring that everyone speaks the same bid language and contributes effectively.

Career growth

APMP certification makes you stand out in the bid and proposal industry. Whether you're looking for a promotion or want to enhance your professional credibility, this globally recognised certification opens doors.

Why nFold?

APMP certification training isn't just about ticking a box—it's about making real, lasting improvements. We blend theory with practical application, so you don't just learn—you do. Here's why organisations choose us:

Global standard, local value

APMP training is built on the same internationally recognised principles, no matter where you train. Whether in South Africa, the UK, the USA, or Australia, you receive the same high-quality learning experience that equips you with the best industry practices.

With nFold, you gain practical insights to apply this gold standard effectively in your organisation.

Industry leadership

nFold is deeply involved in promoting the profession and actively supports the local APMP chapter. This gives you access to a thriving professional network and ongoing career development opportunities.

Expert trainers

Our trainers don't just have APMP credentials—they live and breathe bids.

We actively work on tenders, bids, and proposals every day across both public and private sectors, so we know what it takes to win in the real world.

Proven track record

nFold is Africa's first and only Authorised Training Organisation (ATO), helping businesses win more contracts since 2001.

We don't just teach APMP—we live it, helping organisations improve their strategies and secure more contracts.

Conclusion

APMP certification is your ticket to mastering bid and proposal management. And with nFold as your guide, you'll gain the skills, strategies, and support to take your career—and your organisation—to the next level.

So what are you waiting for? Let's transform your bid management processes together. Sign up for APMP training today!



info@nfold.com
+27 10 597 0860

