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Tender

Business Upskilling: Sales Development

Borough of Telford & Wrekin

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-046246

Procurement identifier (OCID): ocds-h6vhtk-0581d5

Published 5 August 2025, 4:04pm

Scope

Reference

TWC001074

Description

You are invited to bid to deliver the “Business Upskilling: Sales Development” which is funded via the UK Shared Prosperity Fund (UKSPF). The Council/Invest Telford is committed to supporting local businesses to become more competitive.

We are seeking to appoint a supplier that can deliver our requirement of increasing the ability of our local SME businesses to sell more effectively, driving growth within businesses. The project will seek to strengthen their sales capabilities through structured workshops and one-to-one mentoring.

The overarching objectives of the project are to:

- Improve the sales performance (increased revenue) of Telford-based SMEs; particularly micro and small businesses.

- Equip businesses with the skills, knowledge and confidence to grow their customer base.
- Enable local businesses to effectively respond to commercial opportunities including public and private sector tenders.
- Provide tailored mentoring to address business-specific sales challenges.
- Introduce and apply digital tools and techniques to enhance modern sales strategies.

We aim to help participants develop their sales skills to more advanced levels with more enhanced techniques such as prospecting, negotiation and closing sales. They will be able to stand out from the competition given increased knowledge and confidence.

The project has a UKSPF budget allocation of £65,000 and bidders are asked to specify the number of outputs as a stretch target of between 45 and 60 businesses supported having considered the requirement and funds available.

Please read the documents in full and follow the instructions to submit your bid through the Council's e- tendering Portal, In-Tend.

Total value (estimated)

- £65,000 excluding VAT
- £65,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 15 September 2025 to 17 March 2026
- 6 months, 3 days

Main procurement category

Services

CPV classifications

- 80000000 - Education and training services

Contract locations

- UKG21 - Telford and Wrekin

Participation

This procurement is reserved for

UK suppliers

Submission

Enquiry deadline

22 August 2025, 5:00pm

Tender submission deadline

29 August 2025, 12:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/telford/asp/Home>

Should you have any technical difficulties or queries relating to the In-tend e-Sourcing solution please contact support@in-tend.co.uk or call 08438498404 for further assistance. If you require clarification regarding this RFQ please contact us via the message facility on the In-Tend Portal.

Tenders may be submitted electronically

Yes

Award criteria

The overall outcome that offers the most advantageous tender will be awarded the contract. Please see Appendix A for more details.

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

<https://in-tendhost.co.uk/telford.aspx>

TWC001074

Contracting authority

Borough of Telford & Wrekin

- Public Procurement Organisation Number: PHHD-5776-GZNN

Darby House, Telford Town Centre, Lawn Central,

Telford, Shropshire

TF3 4JA

United Kingdom

Contact name: Dan Turner

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Website: <http://www.telford.gov.uk>

Region: UKG21 - Telford and Wrekin

Organisation type: Public authority - sub-central government