

**Improving
Your Tendering Success
10+ Proven Tactics**

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HelpUsTrade Ltd

1. Don't tell me, Show me...

1. **Give examples** to support everything you say in your tender/proposal.
2. Offer **independent evidence** to show your products and services are superior
3. Show how you have **successfully performed similar contracts** in the recent past.
4. **Gather testimonials** from former clients / previous contracts.

2. Show WHO will do WHAT and WHEN

1. Show how good your team is AND show in a **Gantt Chart**:

**“Show WHO will do WHAT and WHEN
for the contract you are trying to win.”**

2. Have all team members' CVs in the SAME format – show only relevant information and keep it concise.

3. Working Together is Success

1. **DO NOT** ask the most junior person to lead a bid/proposal.
2. Have a **group-think session** with your team to discuss how to approach writing the bid. The **project's delivery methodology** should be the focal point of your discussion.
3. Use **document sharing tools** to generate a holistic proposal.
4. **Create a bid library** to store all of your previous bids and previous client testimonials to call upon during the bid writing stage.

4. Case Studies Show Past Performance

- Case Studies are a good way to show how you have successfully delivered projects in the past. You should cover the following:
 - a. Client's details.
 - b. A summary of the project.
 - c. The project's size and value.
 - d. What did your team do for the client?
 - e. Who was responsible for the project's success?
 - f. How did you manage previous contract delivery problems?
 - g. Did you deliver the project on time and to budget?
 - h. A client testimonial to show how happy the client was.

5. Stand by your Methodology

- The most time intensive part of writing a tender is detailing the tender's methodology.
- Communicate your knowledge and know-how to show the Buyer you are 'the best' in your field or industry.

5. Stand by your Methodology

- In this section of a proposal you should tell the buyers:
 - a. **How will you carry out the work** for the client?
 - b. What manufacturing, service, or goods delivery processes will your team follow to deliver the project?
 - c. Refer to Case Studies to show you have done this before.
 - d. Use a Gantt Chart to show project delivery timelines and stage gates.
 - e. Specify out key communication milestones where you will interact with client.

6. Risk & Quality Management

- Risk & Quality Management (R & QM) is a cross-cutting theme
- R & QM methods demonstrate to a public buyer the operational capabilities of your organisation.
- With regards to risk management, you should have a plan to show the client how you will:
 - a. **Identify** project risks.
 - b. **Manage** project risks.
 - c. **Predict** the future occurrence of future risks.
 - d. **Plan** to mitigate project risks.
 - e. **Show how you identified and managed risks in previous contracts.**

6. Risk & Quality Management

- With regards to quality management, you should have processes in place to show the client:
 - a. How your **quality standards and methods** are ‘superior’ than those in your field.
 - b. Examples of your quality assurance processes in action and how these have been effectively used on past contracts,
 - c. Why your **quality methods are appropriate for the current assignment.**

7. Offer Value for Money:

“Public buyers increasingly want you to show how your work will achieve not only a good price for the client, but also good quality goods or services, and also help the client meet either its social values, its good citizenship goals, and National and/or Regional Priorities.”

7. Offer Value for Money:

- How can you show the client your products/services are **'the best' on the market?**
- How will your work method / product / service contribute to the client's **environmental and business sustainability goals?**
- How will your work method / product / service contribute to the client achieving **social impact goals** (e.g., reduce unemployment; or transfer skills on to young people; **help improving female working conditions;** help employ or upskills disabled workers; etc.)?
- What measures have you in place to ensure you/ your suppliers are **not unfairly exploiting labour** in the supply chain?

8. Make Innovation Happen

- **Show how your products and/or services are innovative, for example:**
 - a. Being the best or the greenest supplier to the client is not enough. You should show how, if you are selected, your work for the client will help the **client save money**; or **achieve carbon emissions targets**; or make the client **more socially responsible**; etc.
 - b. Can you show the client that switching to your innovative product or service will be cost-neutral; or compatible with; or not disrupt; their existing products or services?
 - c. Can your **innovation save time**?

9. Cross Border Bidding

- When bidding abroad, there are several key elements to consider are:
 - Language – have you the right country languages in your team already?
 - Legal obstacles: e.g., Brexit if bidding into UK.
 - Unpredictable risks: currency fluctuations?; are local licences required?
 - Distance to market.
 - Country size is a factor.
 - Take the time to register with foreign procurement portals.
 - Teaming up with a local bidder will increase your chances of success.

10. Financial Proposal:

- Try to put your financial proposal together at the **BEGINNING** of the bid preparation process. Determine your **competitive price** and **degree of profit** at the start (if possible);
- With this in mind try and evaluate who your competitors will be – will they be able to bid at a **cheaper price with a greater degree or same level of innovation?**
- Make sure **your financial proposal is 100% complete**, do not say “further details available on request”.

10. Final Pieces of Advice

- **TIP 1:** NEVER refer the evaluator to look at a website or an Annex for further information
- **TIP 2:** Assess where to put your bid writing effort.
 - As a general rule, put most of your effort into the part of the bid that carries the HIGHEST portion of the bid evaluation marks or weighting.
- **TIP 3:** Keep and maintain a LIST OF SOCIAL VALUES you will need these later.

10. Final Pieces of Advice

- **TIP 4:** Answer every bid question **IN FULL**, even if it means repeating information presented earlier in your bid.
- **TIP 5:** Ask a third party to review the contents of your draft bid prior to submission.
- **TIP 6:** Finally, remember your bid is telling a **STORY** to the bid evaluators, so make it a compelling proposition for the evaluators so that they will want to pick **YOU** as the **BEST** and **FITTEST** company for the job.

Our Support Services

- 1. Tender Enhancement
Service**
 - 2. Bid Writing Services**
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THANK YOU
FOR LISTENING