

Writing Better Bids

Some Tips For Winning Business

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What I intend to cover

1. Qualification
2. Focus
3. Differentiation
4. Value
5. Structure
6. Clarity
7. Credibility
8. Feedback
9. Your rights
10. Commercials
11. Self Critique
12. How SOREC can help
13. Questions

Qualify the Opportunity

Have you done your research

- Do you have enough information?
- Is there really an opportunity?
- Is your solution competitive?
- Can you win?
- Can you deliver?
- Bid/No Bid

Focus on the Customer

“Don’t tell me about you, tell me about me”

- Understanding of issues and problems
- Benefits achieved from resolution
 - Outputs
 - Outcomes

What makes you different?

- The way you work
- Best practices and standards
- Systems
- Processes
- Project management
 - Assumptions
 - Risk and mitigation
 - Tracking progress
- Account Management
 - Reporting
 - Escalation process

Your “value proposition”

- It's an econometric decision
 - Benefits/Costs
- Are you selling a commodity
 - It's all about price
- Which benefits do they value most?
- “Quantify” your benefits
 - How much better quality will be achieved
 - How much time will it save
 - How much cost will it save

Structure your response

- Tell me what you're going to tell me
 - Pointers
- Tell me
 - The need
 - The outcomes
 - The solution
 - Evidence
- Tell me what you've told me
 - The take away

Credibility

- U can do it and I can do it to
 - Cut & Paste
 - Our products are engineered to the highest quality
 - Spilling mistakes
1. Formatting

Re-use material that is pre-proofed and edited

- Bid Library
- Boilerplate text

Making it clear

- Suitability for Audience and Purpose (SAP)
- Know your audience
 - Technical or Non-technical
- Infographics
- Don't use inappropriate language
 - Technical jargon
 - Acronyms
 - Long complicated sentences.

Commercials

- Bid to win
 - I believe the winning price is £x
 - Because...
- What are the costs
 - What are the OUTPUTS
 - How much EFFORT must be applied
 - What RESOURCES must I use
- Can I make a suitable profit?






Seek Feedback

- Win, lose or draw
- Did you show understanding?
- Was your proposal customer focused?
- Did you clearly differentiate yourself from the others?
- Did you demonstrate value?
- Did the structure make it easy to comprehend?
- Was your use of language appropriate?
- Were there any errors that the customer found?

Know your rights

- Public procurement is regulated
 - Standing orders
 - EU Regulations
 - Procedures
 - Timescales
 - Challenges
 - Debrief
 - Contract Award information
 - Freedom of Information requests.
- Private procurement
 - Find out about their procurement policy

Self Critique

-  What should I do more of?
-  What should I carry on doing?
-  What should I start doing?
-  What should I do less of
-  What should I stop doing?

How SOREC can help



- Focused assistance
 - Get business ready
 - Optimise your profile to receive relevant alerts
 - Responding to calls for quotation
 - Helping you understand what you need to understand

Summary

1. Qualify the opportunity
2. Focus on the customer
3. Differentiate yourself from your competitors
4. Present a compelling value proposition
5. Structure your bid or proposal
6. Make sure that it is clear and concise
7. Don't ruin your credibility with silly errors
8. Seek feedback. It will make you better.
9. Know your rights and exercise them
10. Understand your commercials
11. Be self critical
12. Seek advice

Any questions

