

Bid Management

Introduction

Successful companies have a number of things in common the most important being an ability to win profitable new business. There are a range of ways to do this, many of which require the preparation and submission of a competitive proposal or bid in response to a formal tender by a prospective new client. This often takes significant investment of time and resources with no guarantee of success.

Using proven methodologies and ways of working, this course will enable staff to put in place an approach to prepare winning bids. It will also show how to identify and qualify opportunities in order to make the most effective use of scarce resources and maximise bid win rates.

Objectives

By the end of this course participants will be able to:

- Identify appropriate opportunities
- Qualify the best opportunities
- Explain their organisation's core strengths
- Develop compelling win themes
- Answer the questions to gain optimum scores
- Write supporting case studies
- Plan and cost a bid response
- Manage bid risk and contingency
- Build a store of collateral
- Re-use collateral for future bids
- Assemble the best team to win the bid
- Track bid success

Content

A sample of what is covered includes:

Why bid? What are the objectives of bidding?

- Experience/challenges of bidding vs other approaches
- Examples of responses to recent bids
- Learnings from recent bids

SWOT analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Identifying opportunities

Qualifying opportunities

- Compatibility
- Profitability
- Competition
- Resource availability

Developing compelling win themes

Answering the questions

- Structuring the response
- Developing the content
- Formatting

Writing great case studies

- Identifying examples
- Tailoring case studies to the bid
- Metrics, metrics, metrics
- Testimonials and citations

Securing recommendations

Managing risk and contingency

Creating collateral stores

Re-using collateral

Building successful bid teams

- What skills/roles are required?
- How to pick suitable resources

Evaluating bid success

- Monitoring win rates
- Capturing lessons learnt

