

# The Bid Lifecycle

## The Bid Phase

**Customer Requirement Identified** - Is there a defined customer need? Is it a real or perceived need?

**Opportunity Pipelined** - Do you have enough information about the client and competition to call out the opportunity?

**Initial Qualification Bid Go-No Go** - Is this good, profitable business? Can you provide a solution? Can you win it?

**Bid Resource Allocation** - Can you assemble a winning bid team? Do you need external support?

**Value Proposition Development** - Can you articulate in a quantifiable manner why your solution will meet or exceed the client's requirements?

**Marketing Strategy** - Does your value proposition render in a visually compelling and impactful way? Does it speak to the differing needs of all decision makers?

**Pre-Proposal Planning** - Are you influencing the evaluators and tender requirements? Could you draft a management summary at this stage?

**PQQ / RFI Submission** - Do your team understand the importance of this phase in the procurement cycle? Is your response a capability statement or a sales document detailing why you will win?

**RFP / ITT Submission** - Do you manage the RFP / ITT submission as a distinct project in parallel with the bid campaign?

**Presentations** - Does your customer presentation clearly articulate the value proposition and win themes? Do you run a dress-rehearsal?

**Clarifications** - Are you using clarifications as a tactical and strategic sales enabler? Do your questions serve your needs or the client's?

**Negotiation** - Have you modelled the risks and financial impact of any anticipated negotiation? Have you calculated your best and final offer?

**Award** - Do you have an opportunity handover / closure plan? Are lessons learnt formally fed back into the qualification process? Do you celebrate?

**Transition & Contract Delivery** - Are the assumptions you made in the RFP submission verified during the due diligence process? Is the impact modelled for future bids?

**Contract Renewal Strategy** - Your 'A-team' won the original bid but do you take the same approach with the re-bid? Is incumbent complacency fully understood?



## Proposal Phase

**Kick-Off** - Do all key stakeholders and executive sponsors attend the kick-off meeting? Do you ensure buy-in to the win strategy and key milestones?

**Win Strategy** - Does your win strategy balance both internal factors and external competition? Is it fully understood by everyone contributing to the proposal?

**Storyboarding & Proposal Writing** - Do you carefully plan the Executive Summary, ensuring it provides a clear and concise summary of why you can best meet the client's needs?

**Solution Design** - Are your subject matter experts skilled at producing proposal content that clearly and concisely articulates the solution in easy to understand language?

**Commercial Strategy** - Is your clients view on 'price versus value' understood by key decision makers? Are you exploiting differences in financial models and assumptions?

**Review & Approvals** - Does your review team emulate the evaluation team? Are clear expectations set for reviewers?

**Production & Delivery** - Does your production plan have contingency built in? Have you considered outsourcing? If delivering electronically, do you consider file size?

**Learning Review** - 'We won because of our relationship'. 'We lost because we were too expensive'. Do your learning reviews get underneath these all too frequent responses?