

# Five Key Secrets of Winning More Public Sector Contracts



Winning formal contracts is sometimes considered more of an art than a science. Nowhere is that more evident than when you are seeking to win Public Sector contracts. We have been working in this environment for many years and have an approach to winning, honed by many successes (and some failures). Here is what we have found:

- 1. Qualify Rigorously.** Don't think that your standard commercial qualification process for identifying bid investment will work – it won't! You need to have a qualification process that is specific for your Public Sector opportunities and your own business environment. Get this right and your win rate will soar. Get it wrong and the only thing that will soar is your cost-of-sale.
- 2. Get the Best Process.** If your commercial bid team thinks it can just “take on” a Public Sector bid, then expect to lose. The Public Sector is process driven and if you cannot match (and finesse) their system, you will be at a significant disadvantage to those who can. Your entire team must understand the differences and respond to them correctly. If this mind-set is not established before the bid work starts, you will see the results in a poor evaluation score.
- 3. Get Commitment.** Many aspects of Public Sector bidding are at odds with the view that you and your board will have about the manner in which your commercial sales processes are conducted. If your board, financial and legal teams are not familiar with the fundamental differences, your bid will fail even before it is submitted. The “Top Team” must know how it works and factor their decision making around the realities of this complex sales environment. Then they must communicate the resolve to win.
- 4. Plan to Win.** A good bid manager will marshal resources and get a bid out, on time and to

budget. However, just because you have the very best products and services on the planet, you are still likely to lose! This is because the Public Sector bidding process is not about your world beating capability but about responding to the bidding instructions. If you don't know how to weave your differentiators into the specific Public Sector bid responses, you will never score sufficiently well to triumph. And even then, it does not end. You have to triumph in the post bid submission stages as well, by disadvantaging your competitors whilst negotiating in severely restricted circumstances.

- 5. Get a Foundation.** In any sales process, the more you know about the client, the competition and the market's perception of your own business, the better able you will be to present the best sales proposal. This is equally true in Public Sector bidding. However, in this environment you can get much more depth and scope of information, if you know where to find it. Would it help to have copies of your competitors' last bid? Of course it would, and you can get them. On the other hand, how do you stop the competition getting yours?

**This is where Bid Solutions excels.** We can prepare your team in all these areas and then stand with them as they drive the bid through. We can design your processes and train your senior staff in the cultural changes they need to embrace to ensure success. We can drive down your cost-of-sale and drive up your win rate.

**Take the first step to improving your capability with our self-assessment tools and free reports. Visit <http://bidsolutions.co.uk/bid-consult/> or talk to one of our team about your specific needs.**