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?

The 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?

Telephone: +44 (0)20 8158 3952 **Email:** enquiry@bidsolutions.co.uk

bidsolutions.co.uk

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