



Winning More Work

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Strategy and Searching for Opportunities

“Be patient and wait for the opportunity that is right for your business - it is a waste of time bidding for contracts that you are not going to win. The most common reason for lack of success is poor choice of opportunity.”

- ▶ Set Up a ‘Bid No Bid Form’ to consistently check opportunities
- ▶ Can you meet mandatory requirements?
- ▶ Can you show relevant experience?
- ▶ Size, Type of Contract & Profit. Tender Value not more than 25% Turnover
- ▶ Sufficient Resource to respond and deliver competitive bid
- ▶ Can you be competitive on pricing?

Quick Wins for Writing....

- ▶ **Structure** - In line with customer's request, logical and flow, Sub-headings
- ▶ **Strategy** - Compelling Story, Clear on Why Us, Key Win Themes, Customer
- ▶ **Writing Style** - Customer focus, consistent, complete & compliant, prove it
- ▶ **Graphics** - Professional, Ten Second Rule, Consistent, Appropriate
- ▶ **ANSWER THE QUESTION!**

Maximising Scores in Tender

- ▶ Ability to deliver
- ▶ Environmental and social considerations
- ▶ Functional and technical compliance with the specification
- ▶ Evidence, Evidence, Evidence
- ▶ Statistics to support statements

The Art of Writing Successfully

Have you:

- ▶ Demonstrated a clear understanding of the brief?
- ▶ Provided evidence of relevant previous success in this area?
- ▶ Provided clearly titled files and folders?
- ▶ Demonstrated why the Council should choose you?
- ▶ Completed all documents requested?

Quick Tips

- ▶ All Government Contracts released on Contracts Finder
- ▶ Majority of Local Authorities have Contracts Registers usually found on their website i.e MK Council
- ▶ Mandatory Requirements and Relevant Experience
- ▶ Beware the Boiler Plate Answer
- ▶ Portal Uploads vs Printed Hard Copy
- ▶ Always leave enough time to carry out a full review

What next?

If you are unsuccessful

- ▶ Ask for written feedback on why you have lost out
- ▶ Assess your own performance and look for ways to improve

If you are successful

- ▶ Read everything you receive and return relevant documents
- ▶ Get ready!

How our Services can help...

- ▶ Monthly Tender Search Service
- ▶ Bid Writing Services
- ▶ Bid Review Services
- ▶ Bid Management
- ▶ Bid Training & Online Workshops

Thank you for listening

Any Questions?