





# Contracts Advance: About Us

Founded in 2008, Contracts Advance (CA) Bid Management is a team of business development professionals who provide practical support to clients for strategic and tactical projects. An experienced team who have either been on the board or reported in to the board to some of the UK's largest outsourcing houses.

Our offering has two core dimensions:

## Acquisition Growth

Supporting mid-tier private equity firms with their due diligence to include; pipeline, process/methodology and people, pre-deal, and post deal supporting in the 100 day plans and beyond across the portfolio.

## Organic Growth

Supporting clients with their strategic and tactical business development across a number of markets in a practical and pragmatic way. From a strategic standpoint we support in identifying routes to market and opportunity (often based around public sector reform); the shaping of service and product sets; assessing the in-house talent and their respective capability to deliver senior selling messages to the designated markets. As well as reviewing and introducing more efficient ways of operating (i.e. pipelines and process).

Tactically we work alongside existing sales or service delivery teams supporting our clients to win work in the public sector pre-dominantly through the bid management process as outlined below; new target acquisitions and account development.

We are based out of our head office in Bath and support clients across England, Wales, Scotland and Northern Ireland.

Our vertical teams have a strong knowledge of local and central Government, areas of devolved Government as well as an in-depth knowledge of the health and education verticals.

We have developed the market leading tender support service, Contracts Advance, is a solution provided through a combination of software and consultancy solutions. We are proud to have a client list that includes Travis Perkins, Knight Frank, Virgin Care and Walker Construction.



## CA: Bid Management Experience

CA has a combined experiencing spanning more than five decades in managing bid processes for corporate and SME's wishing to access the public sector, particularly frameworks such as the Crown Commercial Service (CCS), formerly known as the Government Procurement Service, PASA and COI.

In addition to our proven sector knowledge, most notably in health and care, we have worked hard to understand evaluators and their thinking processes around core service delivery i.e. sustainability, innovation, added value and marketing the service post contract award – which can often be the route to pass or failure.

Our team leaders for this work include: Lee Hasell (Care UK); Craig Millhouse (Tribal, Randstad); James Bunt (NHS); Matt Mitchell (Care UK); Julian Wathen (Tivoli, Defence); Adam Hoyle (Supporta, Hyder Business Services, Tribal); John Evans (Enterprise, Wrekin Plc); Suzanne Dean (Virgin Care).

We are well versed in leading teams across all areas of bid the management process including:

- Identification and qualification of contract opportunities
- Pre-bid stakeholder engagement
- Bid writing
- Post award, account development

CA regularly manage public sector bids valued between £5 to £700 million. Within this spectrum of work, we have predominately worked with SME's and global outsourcing providers either directly or through mid tier private equity firms wishing to grow/strengthen their clients' routes to market.

Our profiles can be found at [www.contractsadvance.co.uk](http://www.contractsadvance.co.uk).



# Bid Management Experience (cont.)

## CA - notable achievements

- We are the in-sourced bid management function for Four Seasons Healthcare and West Hertfordshire Trust.
- Successfully led global recruitment firm, Networks MSB, on to the CCS Framework for 4 Consultancy Lots - this framework encompasses both central and local Government.
- Led on BDO's Government & Infrastructure team to deliver Central and Local Government strategy. This process has enabled CA to become closer to the treasury and policy making, particularly around Governance (for Central Government).
- Worked with BMI's Hospital Directors across its 70 Hospitals on the migrations from the ECN/FCN framework on to the Standard Acute Contract.
- Supported Virgin Care to win their integrated community healthcare bid for Bath and North East Somerset Council (5 year contract worth £700 million).
- Worked at BT Centre for their central Government team for their newly defined BPO offering.
- Led an outsourced public sector business development function for a private sector entity, working directly with FD's and HRD's and requisite bidding activity.
- Worked directly with local Government in Scotland to support a business development strategy for a domiciliary healthcare provider to drive new business. Our core responsibility was to assist with the service deliveries in order to make them more effective with Director's of Social Care Directorates. This included strategy, bid and relationship management.
- Undertook the Sales Director function for fast track 100 leisure manufacturer - supported business development strategy to migrate contracts from primary schools over to local Government across the UK.
- Acted as the Sales Director function for second largest provider of diagnostics into the NHS/ independent secondary healthcare - as part of this leading bid functions and requisite stakeholder engagement and bids into the CCGs.



## Bid Management Experience (cont.)

### Sample of private sector companies worked for...

- BT plc
- Bupa
- BMI (part of the NetCare Group)
- BDO Stoy Hayward
- Provelio
- HGS
- Robert Half
- CEGOS
- Tata Consultancy
- Inhealth Group
- Illumina Digital
- Abacus
- Blaze Neon
- Redrock Consulting
- Nuffield
- Aspen
- NewHighway
- Cannon Hygiene
- William Martin
- Wates
- Kier
- Enterprise
- The Hospital Group
- Imtec

### Sample of bids won in the public sector...

- Crown Commercial Service
- DVLA
- CAF/CASS
- London Contract Suppliers Group
- Big Lottery Fund
- Peabody Trust
- Kent CC
- Cornwall CC
- Advantage Healthcare
- NPIA
- South Gloucestershire Council
- Milton Keynes CC
- NOMS
- Bath & North East Somerset Council



# CA: Bid Management Process

## Review, assessment & solutions

### Operational analysis:

- Business development stakeholders
- Services vs market messages
- Competitor & market analysis
- Commercial & contract analysis
- Governance & risk
- Bid process

## Tactical delivery

### On the ground support:

- Bid content improvement & measurement
- Contract & framework identification
- Qualification
- Pre-bid influencing
- Bid writing
- Existing account development
- Effective evaluation feedback & management

## Design and delivery

### Under client colours and with key stakeholders to:

- Translate recommendations into KPIs
- Agree communication & authority
- Insourced or outsourced capability
- Technology to support
  - Improvement
  - Control & risk
  - Reporting
  - Contract & framework identification



## CA: Wider Services

To complement our bid management experience, below is a summary of the wider areas in which we also provide support:

### **New business development**

- Business development review of strategic and operational sales delivery
- Evaluation and viability of new/existing marketing sectors
- Productisation and launch of new products/services
- Delivering step change growth

### **Sales force productivity, efficiency, prospecting and activity management**

- Reviewing and setting key measurements and objectives for specific outputs
- Options for incentivisation and motivational schemes
- Rigour and structure for the sales force and its interface with the operational functions of the business
- Key account, global account management strategy and optimisation
- 12-month key account management and tactics
- 12-month new business management and tactics

### **Sales forecasting and pipeline management**

- Hands-on management of pipeline activity
- Accurate Board reporting on pipeline
- In-field support and management of sales teams to ensure accurate pipeline activity



# Wider Services (cont.)

## **Senior Exec/Management mentoring**

- Sales and business development strategy, 5-year planning
- Step change growth management for the senior team
- Founder transition, exit, partial exit
- New product development, new routes to market, distribution strategy
- Assessing sales strengths and leadership capability

## **Sales resourcing and development**

- Sales force outsourcing (on to CA payroll)
- Secondments in to Bid Management service to develop key sales personnel
- Sales force recruitment (executive/management and field levels)
- Sales force training (key skills for account management, new business development and management development)
- Assessment/suitability profiling for sales force (through CA profiling tool)

## **Routes to market with national and global sectors**

- Strategic market definition
- New market access
- Channel distribution
- Data mining/research of existing and new markets



## References

**GEOFF ARNOLD** - MD Pinewood (vc backed - Matrix)

Sales Restructuring / Rigour to Business Development Process required

T: 07762 420134

**SETH LOVE-JONES** - Partner, TFT

Business Development Strategy and Development required for their consulting arm

T: 07967 482711

**JONATHAN GREGORY** - Investment Director, Matrix

Live examples of working with Matrix's portfolio clients

T: 020 3206 7273

**MARK LOCHRIN** - Networkers MSB

CCS Bid Process

T: 07714 895153

**RORY PASSMORE** - Regional Director, BMI

Secondary Care Provider

T: 07525 392452

## Next Steps...

Please feel free to call our CA training team on 01225 632500 or email us on [hello@contractsadvance.co.uk](mailto:hello@contractsadvance.co.uk). We will then talk through with you how we can create a tailored advisory training package for you, your team and the associated costs.