

# Contracts Advance Bid Clinic

The importance of an Advanced Bidding Pipeline and how this links to an overall business development and sales strategy



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# Introduction & Housekeeping



A discussion webinar



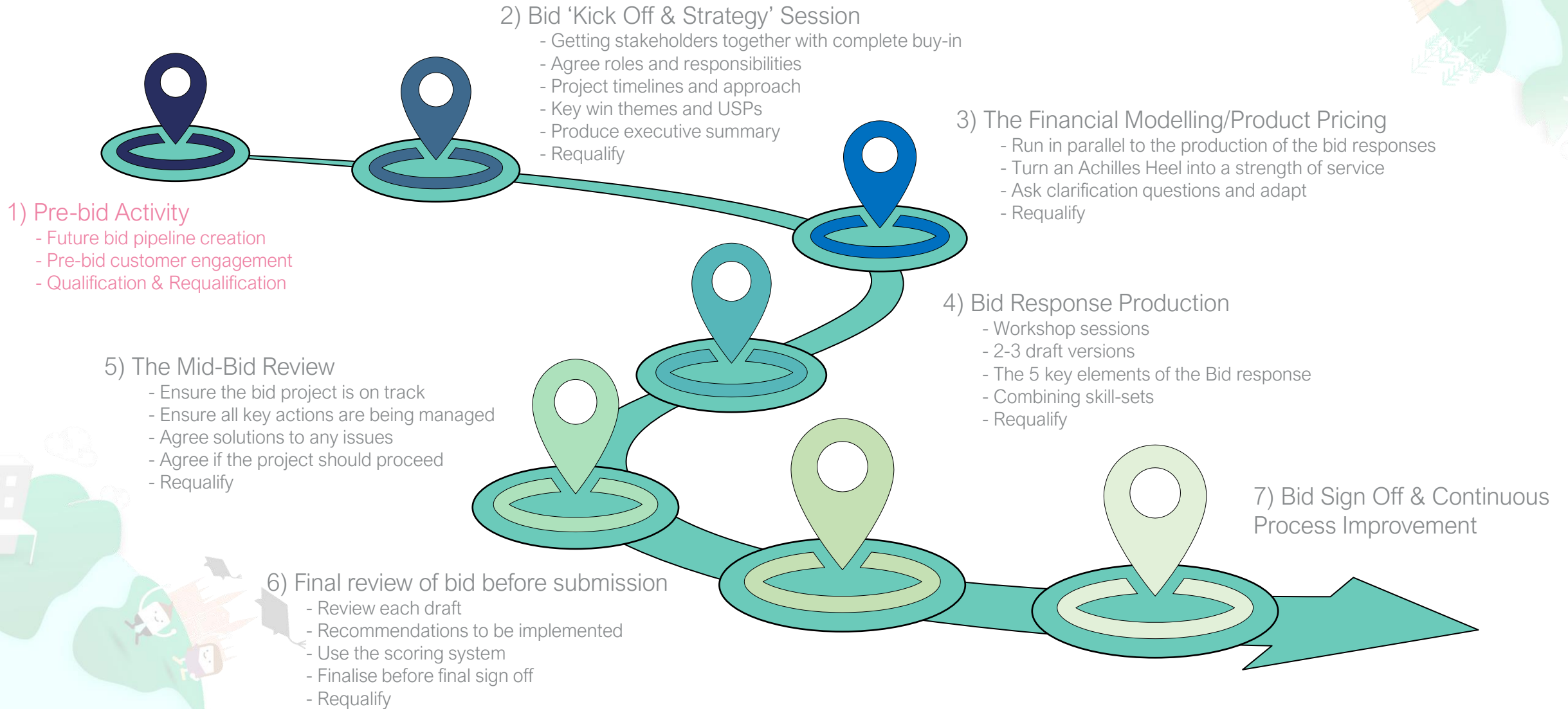
Audience participation



Our insights and experience



# Where bid pipeline fits into the CAA 7 stages



# The importance of a bid pipeline



Planning and capacity management



Part of the BD/sales strategy



Informs customer relationships and  
vice versa

# How your sales strategy informs your pipeline and vice versa



Sales & BD informs the bid pipeline



Bid pipeline informs Sales & BD



Strategy to be flexible as will be influenced by above intelligence sources

# How advanced should the pipeline be?



6, 12, 18, 24 months in advance



Years 1-2 in detail



Year 3+ outlined, to be detailed as intelligence comes in



Remember to add existing contracts to the pipeline for rebid!

- Review contract/performance (confirm decision)
- Retain and protect existing business

# How can you produce the pipeline?



Everything discussed today informs the pipeline



Contracts Advance software (live contracts and spend analysis)



We can support you



# Benefits of advanced pipeline



It helps you do your job!

- Maximise growth
- Increase win-rate





# Summary & Final Questions

