

Contracts Advance Bid Clinic

How to win Direct Award public sector contracts



Lee Hasell & Matt Mitchell

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Agenda



Introduction & Housekeeping

Lee Hasell & Matt Mitchell

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Introduction & Housekeeping



A discussion webinar



Audience participation



Our insights and experience



Lee Hasell & Matt Mitchell



Lee is our Managing Partner here at Contracts Advance. He manages our Advisory team, and as an experienced senior executive, he's gathered a wealth of knowledge and expertise over the years. Having been both CEO and Director of Business Development for a large blue-chip provider, Lee continues to play an active role within the public sector by providing advice to clients on strategy and bidding.



Matt has over 20 years of bidding experience with considerable operational expertise in corporate and clinical services. Matt has supported CA and our clients to project manage a multitude of bids in industries ranging from; defence, healthcare, print, and many more. Matt has strong interpersonal skills and is a hugely motivational senior manager who works well under pressure and when managing multiple workstreams.

What mechanisms and approaches can be used?



Lots of avenues for direct award, e.g.

- Voluntary Ex Ante Notices (VEATS)
- Frameworks
- PPN 01/20 Responding to COVID-19



Focus today on frameworks



The approach for all Direct Award is very comparable

Why Direct Award?



If the process is right, then no competitive bidding (e.g., after the framework)



Once the process is right, the costs are less than bidding (repeatable)



Stronger relationships

Stages to adopt to help achieve Direct Award

1) You're on the framework!

- High score (podium finish)
- Pipeline
- Preparation

4) Proposal document

- Process is identical to putting a bid together (7 stages)
- Proposal should include (at minimum):
 - What the challenges are to the client
 - Why the client should direct award to you
- Include the challenges, your experience, solutions, value-add, etc.

2) Direct Award strategy document (like BSD)

- Communication
- Approach
- Skill-sets
- Targeting

3) Communication with purchasers

- Skill – sets (the right person for the job)
- Research, email, telephone
- Find the right person
- Build client relationships
- Understand client challenges & discuss framework
- Marketing to support building relationship

5) Discussion

- Discuss the proposal with the client
- Use the right resource to close the deal (e.g. Sales, MD, FD etc.)

Closing remarks



Now is a good time to start looking at Direct Award, your process and your proposals



Great way to get contract experience



Should be given the same level of effort and resource as other contractual opportunities



Summary & Final Questions

