

# Contracts Advance Bid Clinic

## The best ways to offer bid training



Lee Hasell & Matt Mitchell

30<sup>th</sup> April 2020

# Agenda



Introduction & Housekeeping

Slide

3

Lee Hasell & Matt Mitchell

4

Ways in which training can be offered

5

Training throughout your career

6

What to deliver

7

The end results required

8

Summary & Final Questions

9

# 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 CAA 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.

# Ways in which training can be offered



Recording



Virtual



F2F



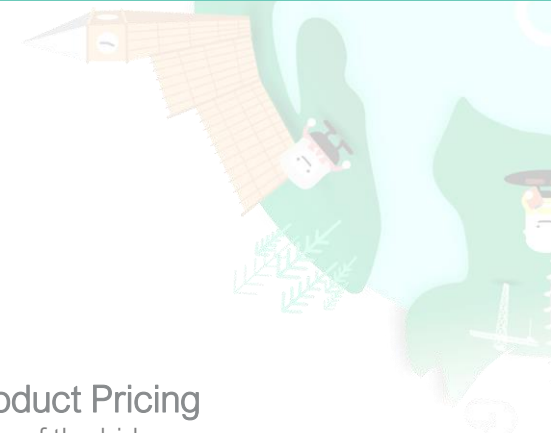
Train the trainer



Helpdesk



# Training throughout your career



## 1) Pre-bid Activity

- Future bid pipeline creation
- Pre-bid customer engagement
- Qualification & Requalification

## 2) Bid 'Kick Off & Strategy' Session

- Getting stakeholders together with complete buy-in
- Agree roles and responsibilities
- Project timelines and approach
- Key win themes and USPs
- Produce executive summary
- Requalify

## 3) The Financial Modelling/Product Pricing

- Run in parallel to the production of the bid responses
- Turn an Achilles Heel into a strength of service
- Ask clarification questions and adapt
- Requalify

## 4) Bid Response Production

- Workshop sessions
- 2-3 draft versions
- The 5 key elements of the Bid response
- Combining skill-sets
- Requalify

## 5) The Mid-Bid Review

- Ensure the bid project is on track
- Ensure all key actions are being managed
- Agree solutions to any issues
- Agree if the project should proceed
- Requalify

## 6) Final review of bid before submission

- Review each draft and the executive summary
- Recommendations to be implemented
- Use the scoring system
- Finalise before final sign off

## 7) Bid Sign Off & Continuous Process Improvement

# What to deliver

The balance between sharing best practice and a client's requirements

- Our take on best practice
- Accreditation



CAA 7 stage process (86% win rate)

# The end results required



To have very good win rate (%)



To continue to improve

- Don't get complacent!







# Summary & Final Questions

<https://contractsadvance.co.uk/resources/webinars/>

