

# Contracts Advance Bid Clinic

## What annoys you about bidding?



Lee Hasell & Matt Mitchell

14<sup>th</sup> May 2020

# Agenda



Introduction & Housekeeping

Slide

3



Lee Hasell & Matt Mitchell

4



What annoys you about bidding?

5



Short timeframes to bid

6



Poor, minimal, contradictory specifications

7



Word counts (excessively short or long)

8



Internal decision-making

9



Getting the rest of the business engaged

10



Summary & Final Questions

11

# 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.

# What annoys you about bidding?



Short timeframes to bid



Poor, minimal, contradictory specifications



Word counts (excessively short or long)



Internal decision-making



Getting the rest of the business engaged

# Short timeframes to bid



Pipeline



Pre-bid engagement



Ask clarification question(s) to extend



Increase capacity temporarily to support

# Poor, minimal, contradictory specifications



Pipeline



Pre-bid engagement



Clarification question(s)



Qualify and mid-bid review



Caveating and opportunity to negotiate

# Word counts (excessively short or long)



Pipeline



Pre-bid engagement



Stage 4 (CAA 5 point plan)



Clarification question(s)



# Internal decision-making



Pipeline



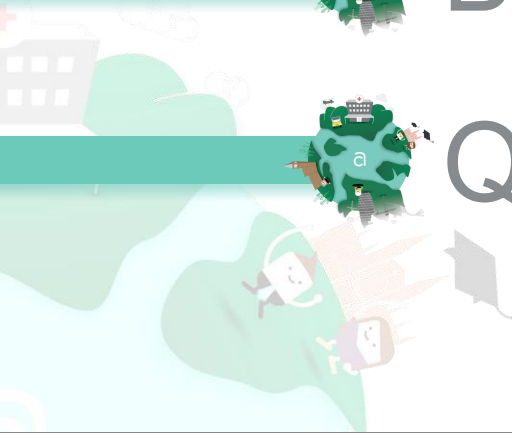
Pre-bid engagement



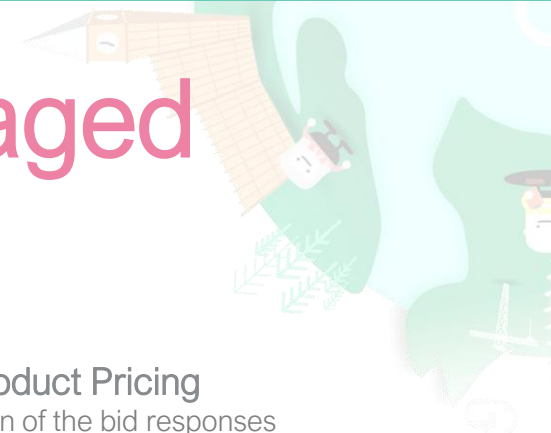
Bid Process



Qualification



# Getting the rest of the business engaged



## 1) Pre-bid Activity

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

## 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

## 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

## 7) Bid Sign Off & Continuous Process Improvement



# Summary & Final Questions

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

