

Contracts Advance Bid Clinic









The importance of Pre-bid Activity, including customer engagement & strategy



Lee Hasell, Matt Mitchell, with special guest, Pete Blunden

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Introduction & Housekeeping



A discussion webinar



Audience participation



Our insights and experience



Lee Hasell, Matt Mitchell, & Pete Blunden



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.



Pete is the Head of Business Winning he is a dedicated bid professional with over 15 years of capture and bidding experience. Pete delivers high performing capabilities for clients across defence, rail, ICT and construction. Pete ensures solutions, strategy and content is focused on the end clients outcomes.

partnering with leading organisations to transform the UK

Through a rare combination of insight, people and capability across the win-deliver lifecycle, we achieve transformational outcomes with our partners.

£5bn contract wins

£4bn cost savings



Home Office



Transport for London



Ministry of Justice

Business Winning

Project Delivery

Solution Development

Stage 1: Pre-bid engagement



Customer relationships



Strategy and qualification



Pipeline creation and management



Mindset and Approach to Stage 1



Growth mindset versus fixed mindset



Re-positioning and identifying opportunities



Preparing to win (pursuit readiness)

Stage 7 feeding Stage 1



Hand over to operations/sales



Sign-off and continuous improvement



Operational/sales 'Evidence' captured (i.e. KPI's, policies, innovations) to support bidding and re-bidding

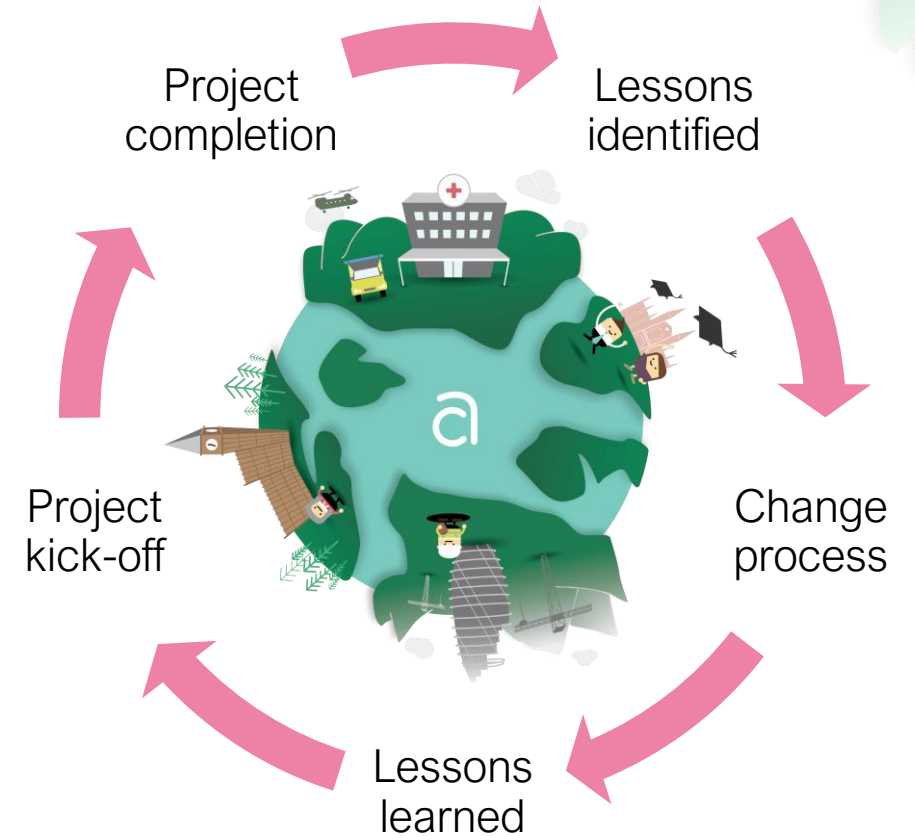
How Stage 7 meets Stage 1

Continuous improvement

- The five “whys”

Call/status reporting

Champion/guardian of the lessons identified





Summary & Final Questions

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

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