

# Contracts Advance Bid Clinic

## Why do you win and lose bids?



Lee Hasell & Matt Mitchell

13<sup>th</sup> August 2020

# Agenda



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Lee Hasell & Matt Mitchell

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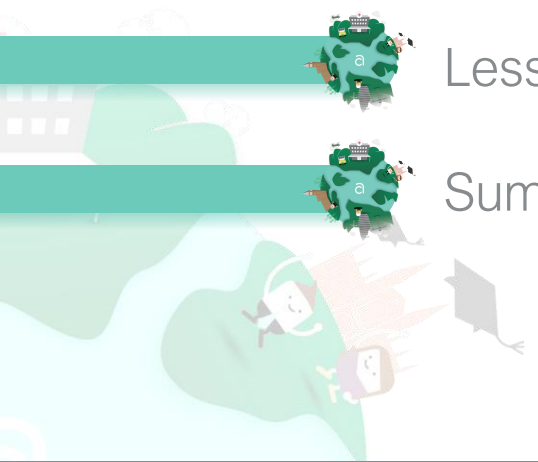
Lessons to learn

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Summary & final questions

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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 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.

# Internal KPI's



Percentage qualified in and out



Hours spent per bid won and lost

- Pre-bid engagement hours
- Bid hours (bid team and rest of business)

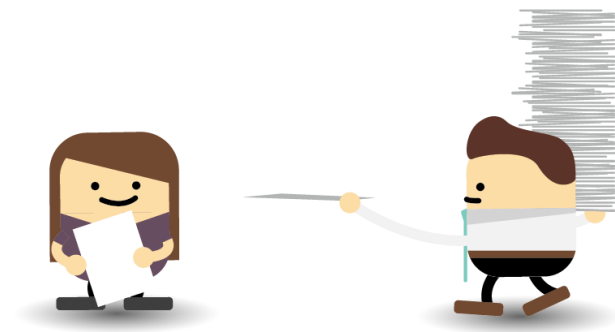
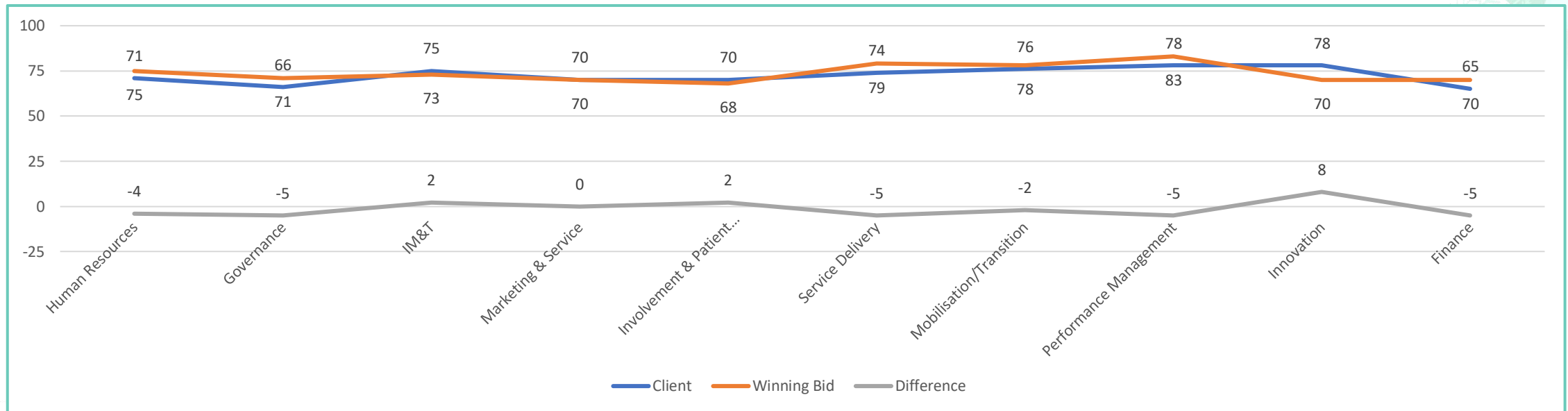


Win rate against qualified



Meaningful growth (key bids and value)

# Analytics and reviewing past bids



# Lessons to learn

## 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
- Turn an Achilles Heel into a service strength
- 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

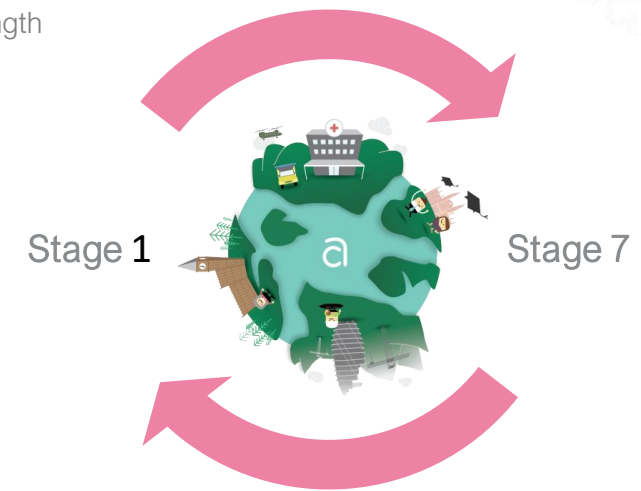
## 5) The Mid-Bid Review

- 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





# Summary & Final Questions

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

