

Contracts Advance Bid Clinic



How conducting as much activity prior to the formal bid process, can both save you time and also improve your chances of winning!



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

27th August 2020

Agenda

	Slide
 Introduction & Housekeeping	3
 Lee Hasell, Matt Mitchell, & Pete Blunden	4
 About Harmonic	5
 Contracts Advance 7 Stage Process	6
 Stage 1: Pre-bid engagement	7
 Stage 2: Bid 'Kick Off & Strategy' Session	8
 Stage 3: Financial Modelling	9
 Stage 4: Bid Response Production	10
 Outcomes	11



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.

£15bn contract wins

£4bn cost savings



Home Office



Transport for London



Business Winning

Project Delivery

Solution Development

Contracts Advance 7 Stage Process

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

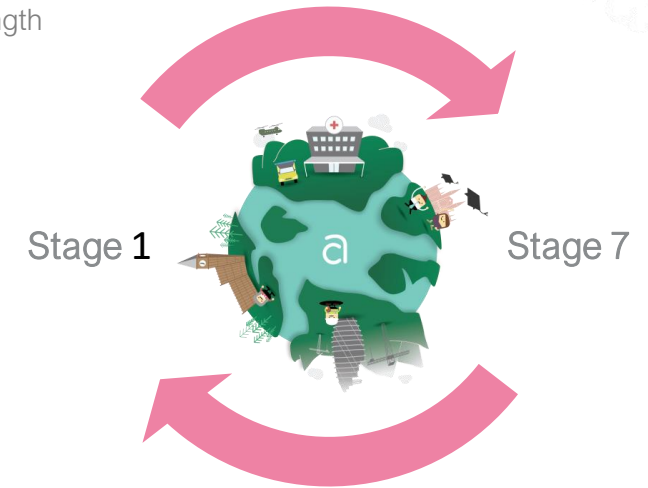
5) The Mid-Bid Review

- 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



Stage 1: Pre-bid engagement



What are the issues you encounter?



What is the impact of these issues?



What are some of the solutions to these issues?

- Pursuit readiness (feeds into success at CA stage 2)
- Price to win (feeds into success at CA stage 3)
- Bid writing assessment (feeds into success at CA stage 4)

Stage 2: Bid 'Kick Off & Strategy' Session




How does pursuit readiness support stage 2?



How does forming a winning strategy support stage 2?

Stage 3: Financial Modelling



How does price to win support financial modelling?

Stage 4: Bid Response Production



How does conducting a bid writing assessment support the bid response production?

Outcomes



Increased chance of winning



Reducing bid costs



Better qualified pipeline leading to increased p-win



Focused and motivated team



Better world and less stress!





Summary & Final Questions

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

Pete Blunden: Peter.Blunden@harmonic.co.uk

