

Contracts Advance Bid Clinic

How to turn heads and win business!



Lee Hasell, Matt Mitchell, and special guest Lucy Start

5th November 2020

Agenda



Slide



Introduction & Housekeeping

3



Lee Hasell, Matt Mitchell, and Lucy Start

4



Pre-bid customer relationships and engagement

5



The importance of introductions when writing bid responses to capture the commissioners attention!

6



The presentation element of bid submissions

7



Post-bid framework activities

8



Summary & final questions

9

Introduction & Housekeeping



A discussion webinar



Audience participation



Our insights and experience



Lee Hasell, Matt Mitchell, and Lucy Start



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.



Lucy works in broadcasting and has many years experience in presenting in all mediums. A professional dancer and educator, Lucy is a published author and has delivered seminars and lectures around the UK. Lucy will bring her experience and a new perspective offering a different dynamic to enable you to turn heads and win business.

Pre-bid customer relationships and engagement



Demographics –
Knowing the client!



The importance of introductions when writing bid responses to capture the commissioners attention!



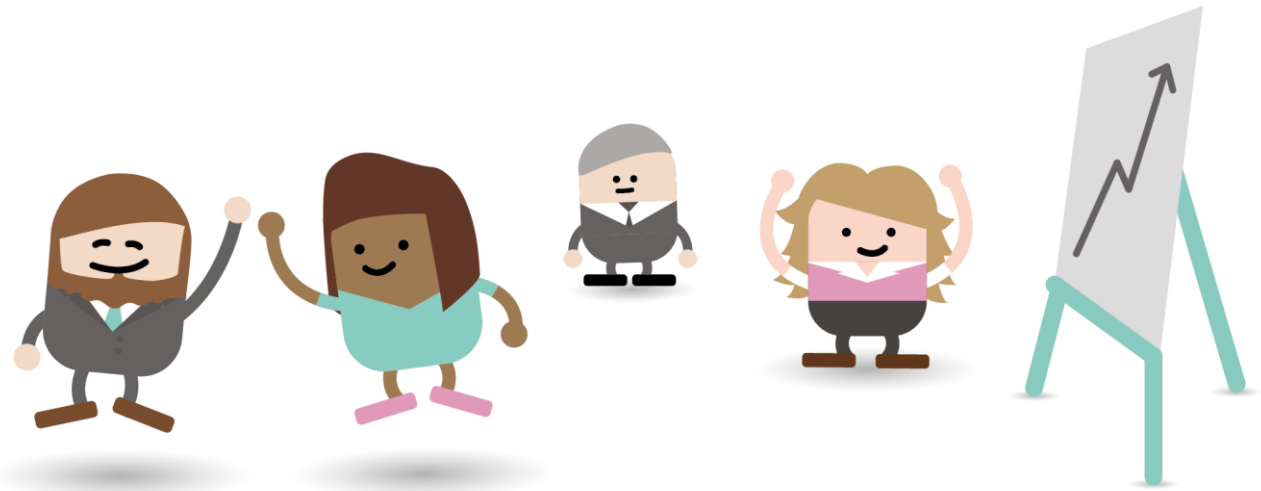
7 – 10 seconds




The presentation element of bid submissions



Being human, knowing the audience



Post-bid framework activities



Social media – making the customer think of you first





Summary & Final Questions

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

