

# Contracts Advance Bid Clinic

## The importance of Pre-bid Activity in winning more business



Lee Hasell, Matt Mitchell, & Tim Campbell

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# Agenda



Introduction & Housekeeping



Lee Hasell, Matt Mitchell & Tim Campbell



Market Intelligence and Strategy



Pipeline development



Pre-bid engagement



Qualification



The CA 7-stage Bid Management Process



Summary & Final Questions

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# Introduction & Housekeeping



A discussion webinar



Audience participation



Our insights and experience



# Lee Hasell, Matt Mitchell & Tim Campbell



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 CA 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.



Tim is our Head of Customer Success. He manages our ever growing team of Customer Success Managers who ensure our customers receive maximum value from their subscriptions. He's been with the business nearly five years and has a deep knowledge of our platform.

# Market Intelligence and Strategy



One informs the other



CA Platform

Market Intelligence



Strategy

# Pipeline development



Achieving growth targets



Advanced visibility



Capacity planning



Re-bids and linking back to your business (Ops)



CA Platform (FOI, saved search, live contracts)



# Pre-bid engagement



Why?



How?



Partners and sub-contractors



Platform (FOI)



# Qualification



Help make the decision pre-bid



Identify any requirements ahead of bid going live (ISO's/accreditations)



Determine wider stakeholders to engage



CA Platform (FOI)





### 1) Pre-bid Activity

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

# The CA 7-stage Bid Management Process

### 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

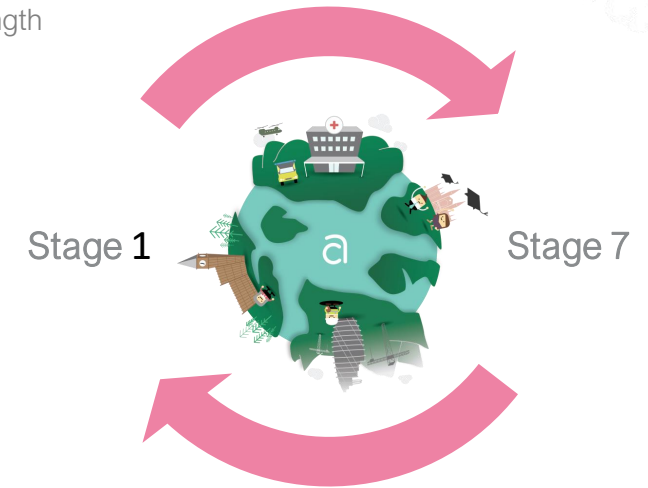
### 5) The Mid-Bid Review

- 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/>

