

Contracts Advance Bid Clinic

The importance of qualifying bids!



Lee Hasell, Matt Mitchell, & Tim Campbell

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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 25 years of bidding experience with considerable managerial expertise in corporate and operational services. Matt has supported CA and our clients to project manage a multitude of bids in industries ranging from; defence, healthcare, print, FM and many more. Matt has previously held a number of senior roles including Director of Development and is the Lead Consultant at CA.



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.

Preparation required to qualify a bid



Pipeline

- Understand volume (live contracts)
- CA platform – included with Discover and Explore!



Customer relationship(s)

Agree approach
& book in diaries!



Market intelligence – can we beat the competition?



Re-tender

- Previous bid documentation (FOI)
- Existing contract performance (FOI or speak to operations)



Why to qualify a bid



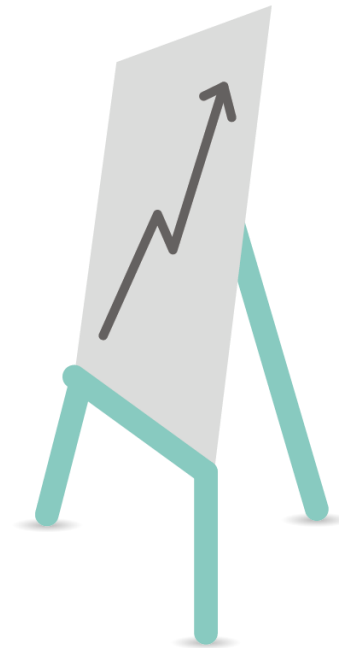
Manage capacity versus demand



Increased win rates



Better business strategy



How to qualify a bid



All of the bid preparation helps you qualify:

- Customer relationships
- Competition
- Does the customer want the solution?
- Capacity
- Alignment to business strategy



Contracts Advance qualification tool



When to qualify a bid



Pre-bid engagement



Bid kick-off and strategy session



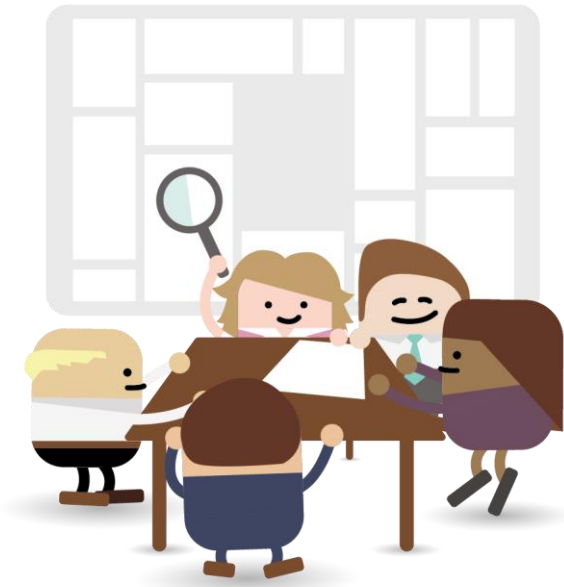
Mid-bid review



Throughout the bid process!



How the Contracts Advance platform helps qualify bids



The CA 7-stage Bid Management 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

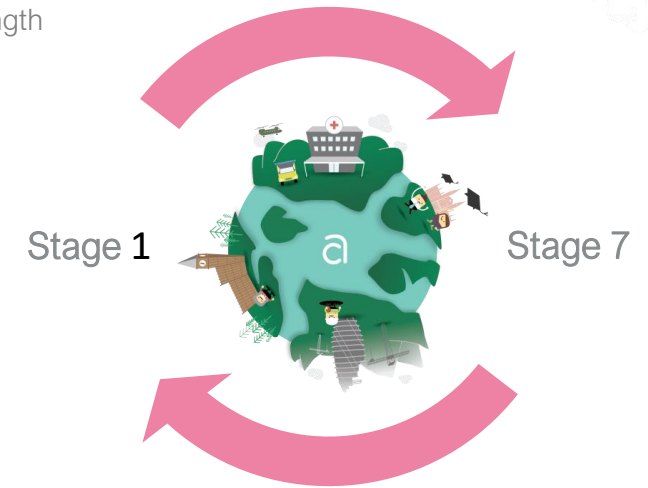
5) The Mid-Bid Review

- 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





Summary & Final Questions

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

