

Contracts Advance Bid Clinic

The importance of Financial Modelling and Product Pricing



Lee Hasell, Matt Mitchell, & Tim Campbell

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Lee Hasell, Matt Mitchell & Tim Campbell

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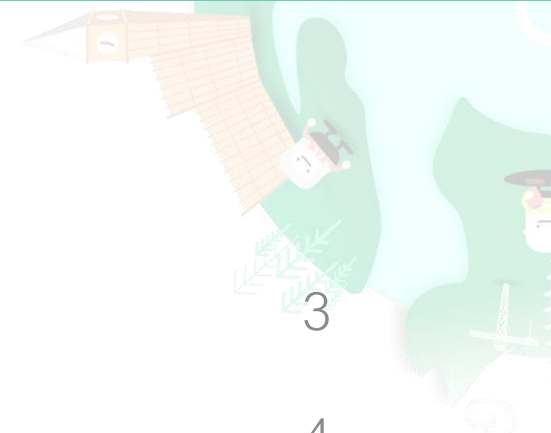
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Introduction & Housekeeping



A discussion webinar



Audience participation



Our insights and experience



Lee Hasell, Matt Mitchell & Tim Campbell



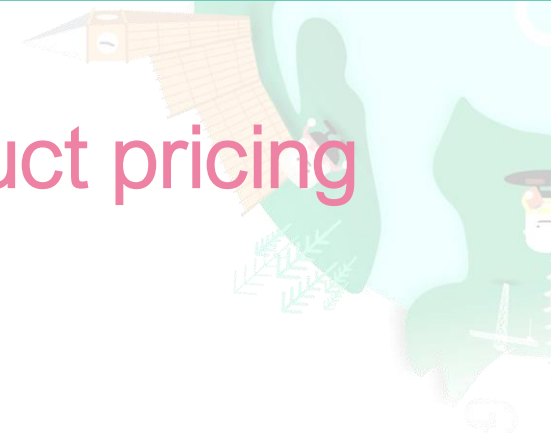
Lee is our Managing Partner here at Contracts Advance. He manages our Advisory team, and as an experienced senior executive, he's gathered a wealth of knowledge and expertise over the years. Having been both CEO and Director of Business Development for a large blue-chip provider, Lee continues to play 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.



The fundamentals of financial modelling and product pricing pre-bid



Knowing the market price



Knowing your customer's price



Knowing your price



If a retender, know the KPI's (Gov Green Paper)



Strategy

- Cheapest price
- Lifetime value
- Overall cost benefit

How to calculate the cost of a winning bid using the award data

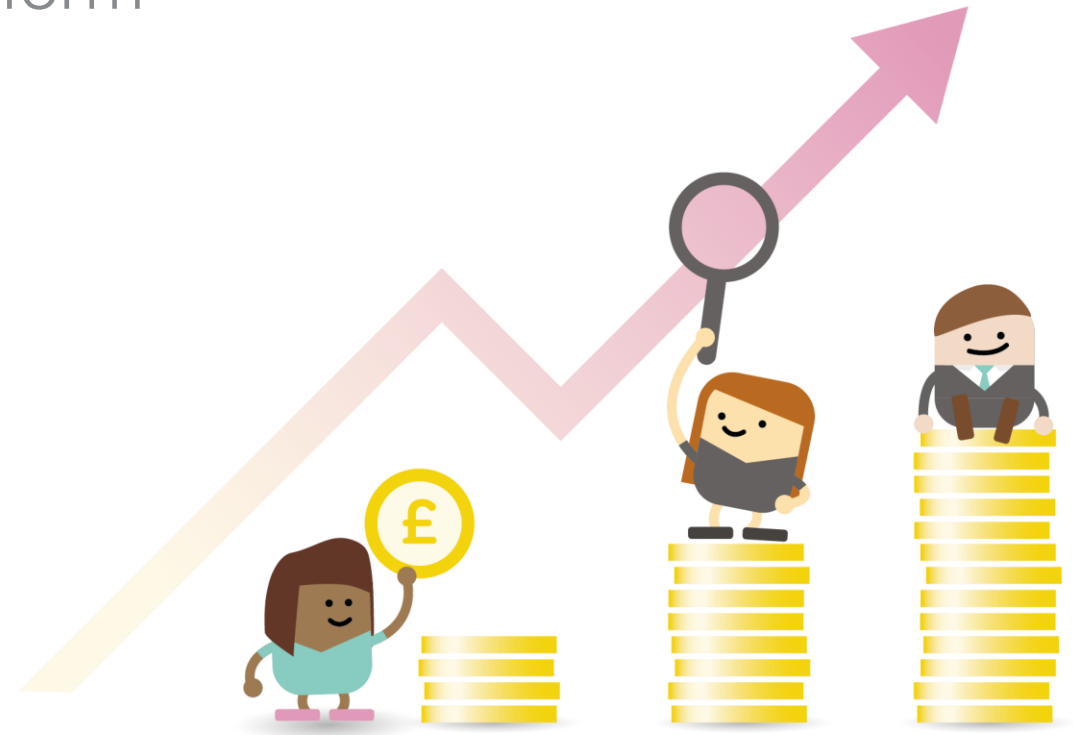


Contracts Advance software platform

- Spend Analysis
- FOI



Reverse engineering



Why financial modelling and product pricing should run in parallel to the production of the bid response



Linking and explaining price to the question(s) responses

- Turn an Achilles Heel into a strength of service



Ensuring agreement around price at the earliest possible stage between all stakeholders (including partners/sub-contractors)



Compliance with the financial envelope



CQ's (see slides below)

Clarification Questions & Requalifying



If in doubt, ask!



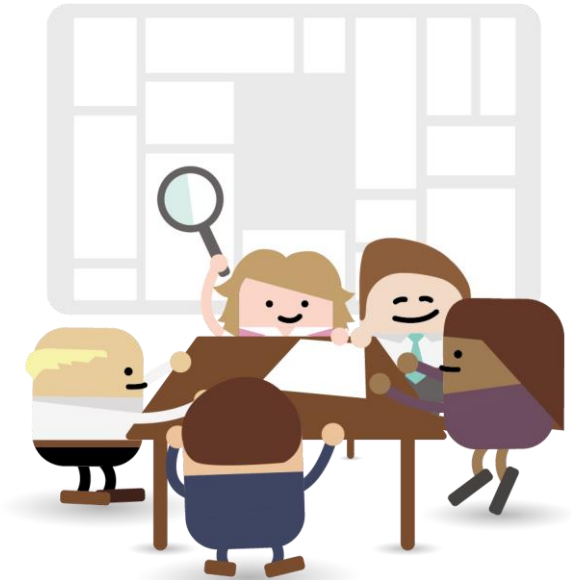
Use CQ's strategically

- Risk and protection
- Competitor knowledge



Qualify and re-qualify

- CA Stage 2, 3, 5, 6





Summary & Final Questions

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

