



# ICN Supplier Education Forum

## Tendering Best Practice: The Four Essentials for Winning

Melbourne, Wednesday 13 June 2012



# Two Types of People...

Those who  
**“Get it”**



Those who don't

# Essential #1. Positioning



# Positioning – those who “Get It”

We helped the client write the scope for this bid...

We know this bid is good odds – there are less than 5 competitors...

We’ve done exactly this type of work in this industry before...

We’ve been working on this opportunity long before the RFT was released...

We are against a “liked” incumbent, so let’s pass on this one...

There’ll be other bids - we have too much else on right now...



# Positioning – those who don't

How come this spec looks like our competitor wrote it!

There are only 20 other bidders. Awesome! Better than lotto odds...

This tender is our ticket to this new industry...

They've only been there 10 years – it must be time for a change!

**Thud!**

Was that a Request for Tender that just landed on my desk?



This bid is "strategic" – we'll work all night to get it in...

# 1. Positioning – the essentials...

- **Success occurs long before tender issue**
- **You can influence the specifications**
- **Strategic means planning ahead  
(not all night pizzas)**
- **Beware the “liked” incumbent**
  - sometimes you just need to say no



# Essential #2. Compliance



# Compliance – those who “Get It”

Let's answer all the questions in the order they have asked...

Read the whole bid to make sure we've ticked all the boxes...

We can re-use previous content as long as we carefully review it

Let's get the contract conditions checked so we know our risk

If they ask for it we should provide it in our submission..



Let's aim to submit it well before the deadline!



# Compliance – those who don't

It doesn't matter if we miss a few questions – it's all just waffle

Just fill in the price schedule – that's the only important bit

Just stick in the exact same answer we used last time...

Risk? Contract conditions? She'll be right mate!

Just find our last proposal and change the client name...



So we're an hour late – we're such a great company it won't matter...

## 2. Compliance – the essentials...

- Use the templates they give you
- Fill in tender responses exactly as instructed – ask questions if unsure
- Thoroughly analyse the tender request to find all requirements
- Assess your risk and action accordingly



# Essential #3: Persuasion



# Persuasion – those who “Get It”

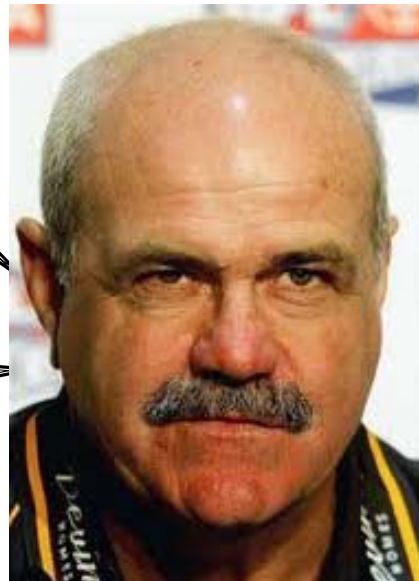
We write a cover letter with every bid we submit...

The Executive Summary will contain our key win themes and client benefits...

A compelling bid means we will be selected over our competitors

Persuasion is not “sales fluff” and can really make a difference...

The bid is all about our client, so make sure we talk benefits...



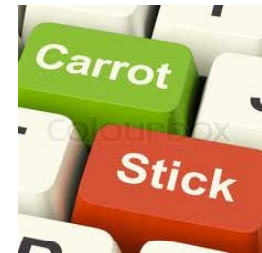
Proposals need to be clear, well written and diagram rich

# Persuasion – those who don't



## 3. Persuasion – the essentials...

- **Client focus - benefits first, then features**
- **Win themes/bid strategy must be clear**
- **Use tables, graphics, bullets & diagrams**
- **Letters and executive summaries are essential**



# Essential # 4. Pricing Strategy



# Pricing Strategy – those who “Get It”

I don't get the pricing, so let's seek clarification

We must be in the ballpark to be competitive

Price exactly as per the spec and give options for more choice

Let's confirm the project details – it might just need a budget quote



I need to price realistically for a sustainable business



# Pricing Strategy – those who don't

I don't understand the pricing, so just guess and add 20% for contingency...

Anyway, we'll hit them with variations to make our profit...

Just hide it in the price – they won't know anyway!

The lowest price always wins!



This bid is "strategic" – let's go in below cost!

## 4. Price – the essentials...

- Pricing is key – make sure you understand it
- Seek clarifications if in doubt
- Understand your price strategy and tender accordingly
- Price exactly to spec and option up if possible



# Winning Tenders: The Four Essentials for Winning

- 1. Positioning**
- 2. Compliance**
- 3. Persuasion**
- 4. Pricing Strategy**

# Tendering Best Practice

Association of Proposal  
Management Professionals

[www.apmp.org](http://www.apmp.org)

**APMP**

**BidWrite**  
buy better+win more

# Contact Details...

**BidWrite**  
buy better + win more

Perth, Brisbane, Malaysia

[www.bidwrite.com.au](http://www.bidwrite.com.au)

Connect with us on   

**Nigel Dennis**

**BidWrite**  
buy better + win more