



Meet the Buyer

Wednesday 13th June
Armagh City Hotel

Organised in association with:



CPD



Martin McBride Tips to Improve Tender Responses

Tips to Improve Tender Responses

Finding the extra 5 – 10% To win



Tips to Improve Tender Responses

Before we get into the bid

Three - pronged approach ... in this connected world

1. Digital
2. Networking
3. Direct – the bid

A potential differentiator ... is

Your Personal Capital

- Expertise
- Industry standing
- Intellectual Property
- Proprietary Knowledge

It contributes to the value you provide to the customer

What you can do with Personal Capital

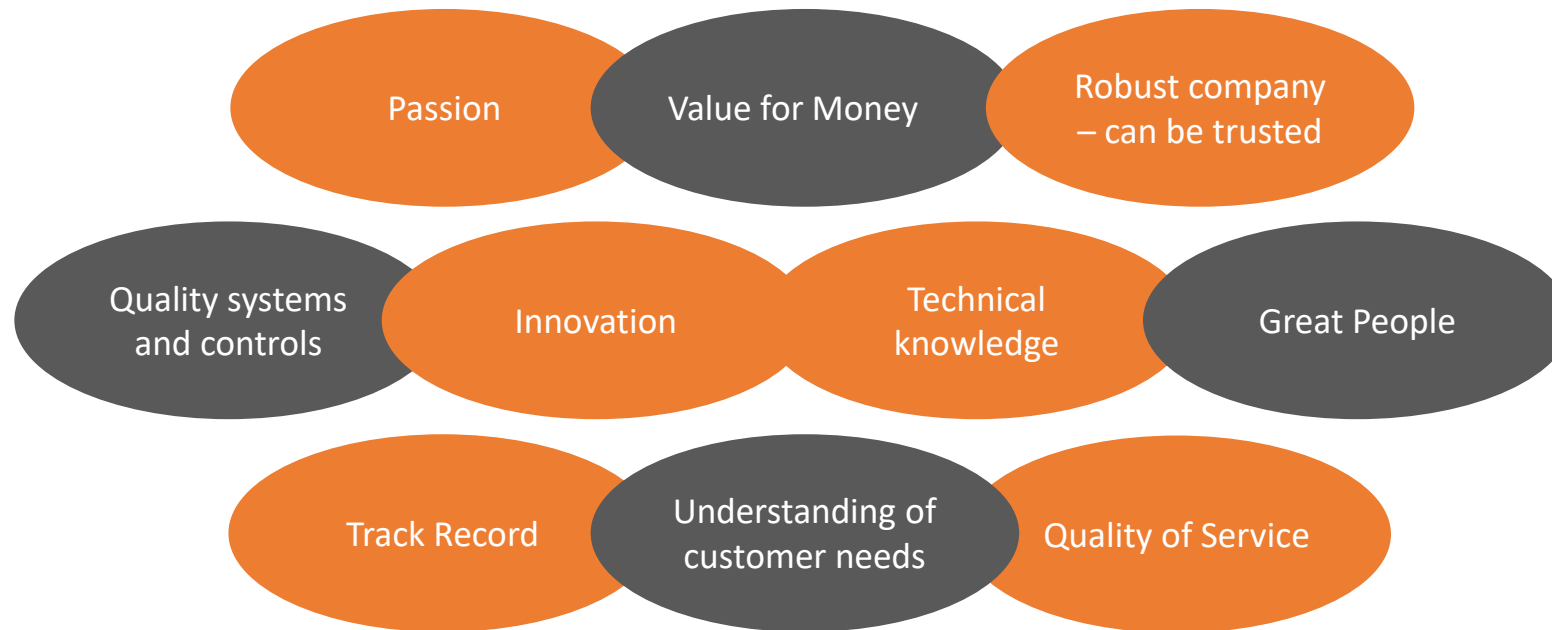
- Create customer interest
- Get access to the “Real Buyer” early
- Make a contribution to the development of an RFP / RFT
- Have a prominent role in a pre-procurement consultation
- Influence the buying criteria
- Earn some competitive immunity

Personal Capital

Maximise the value of your **Personal Capital**

- Digital Content *What's your Digital Footprint*
- Networking events

What do Buyers look for in a Company

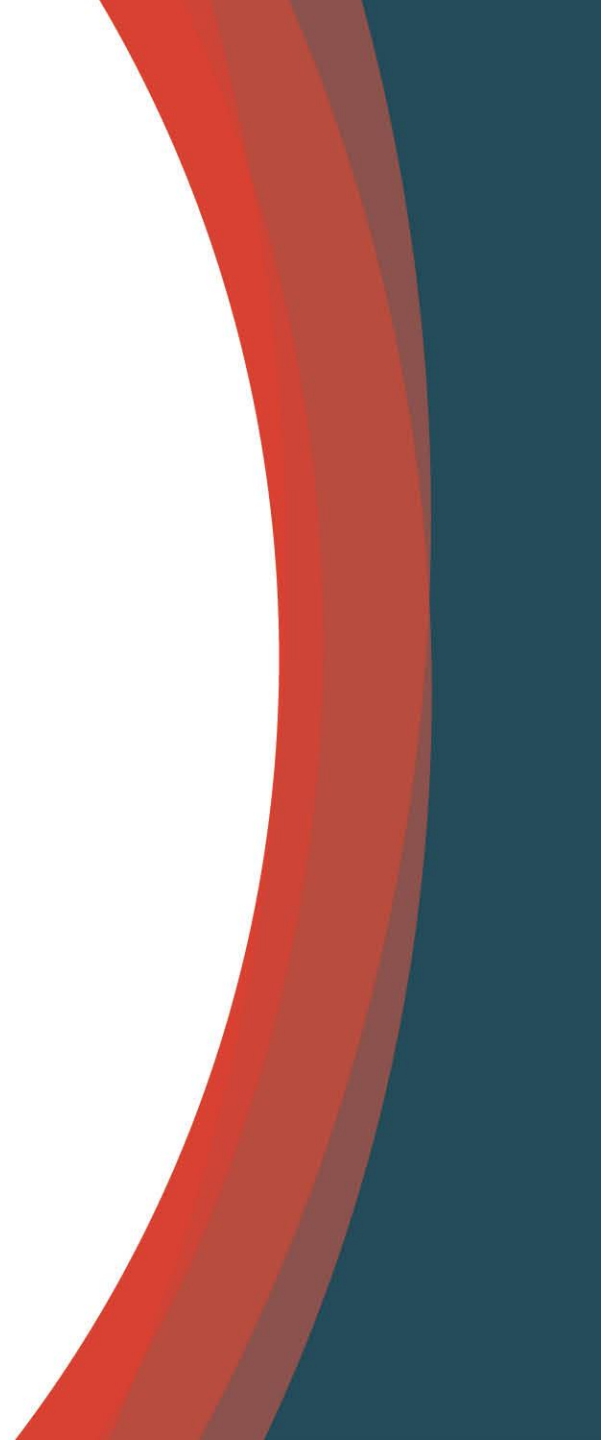


Developing Bid Content

Preparation: Close Up



Avoiding Mid Range Mediocrity



Avoiding Mid-range Mediocrity



How to Stand Out from The Crowd



**CONTENT
IS
KING**

Is your content

1. Technically Competent

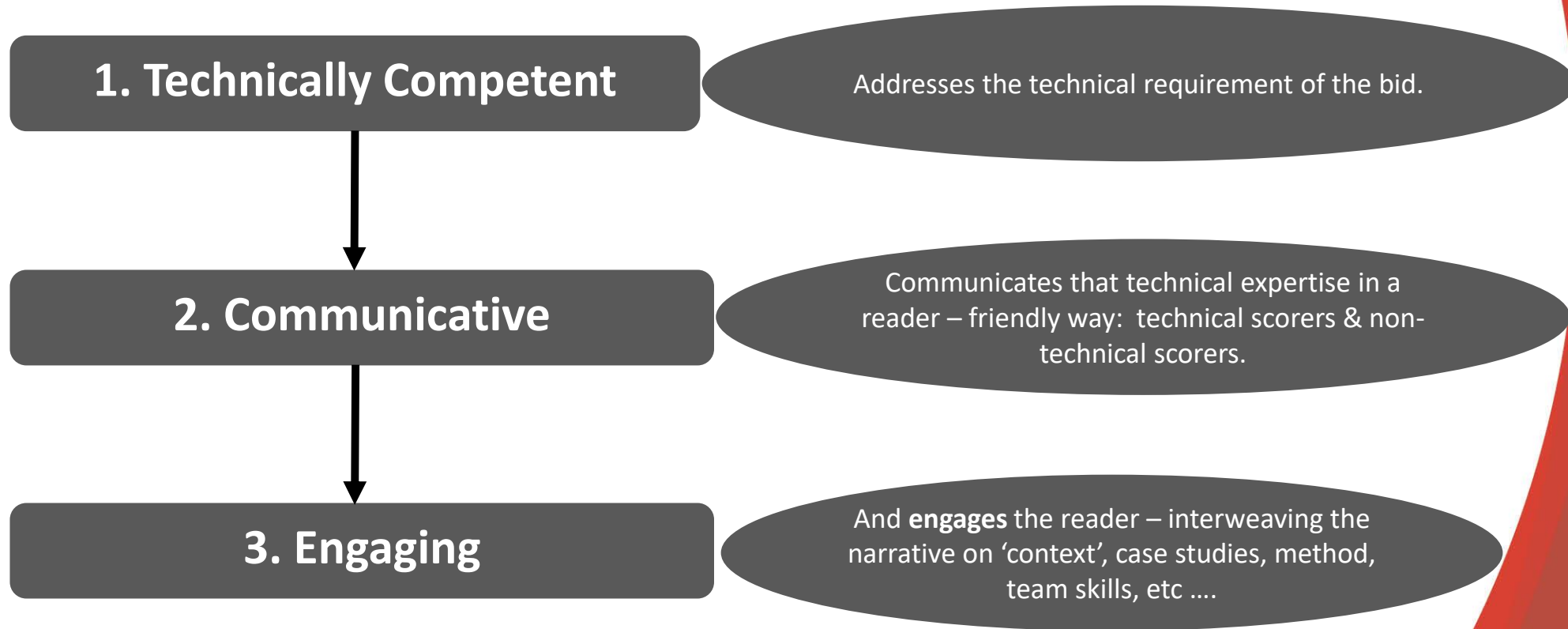


2. Communicative



3. Engaging

Is your content



Is your content

1. Technically Competent

... of the bid.

And visual / graphic

Communicates that technical expertise in a reader – friendly way: technical scorers & non-technical scorers.

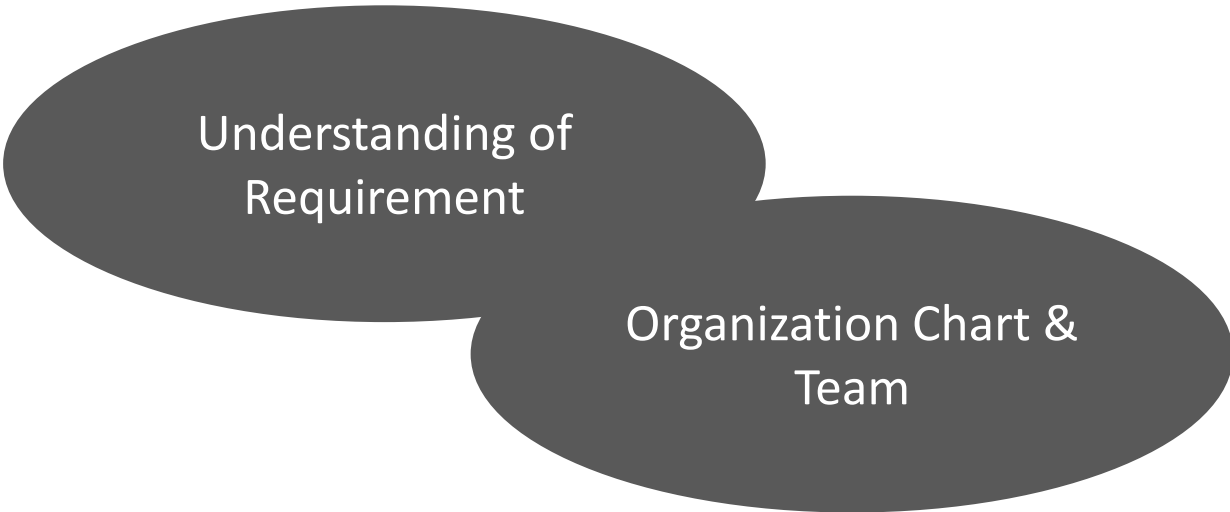
3. Engaging

And **engages** the reader – interweaving the narrative on 'context', case studies, method, team skills, etc

Maximising scores across

Understanding of
Requirement

Maximising scores across



Understanding of
Requirement

Organization Chart &
Team

Maximising scores across

Understanding of
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Case Studies

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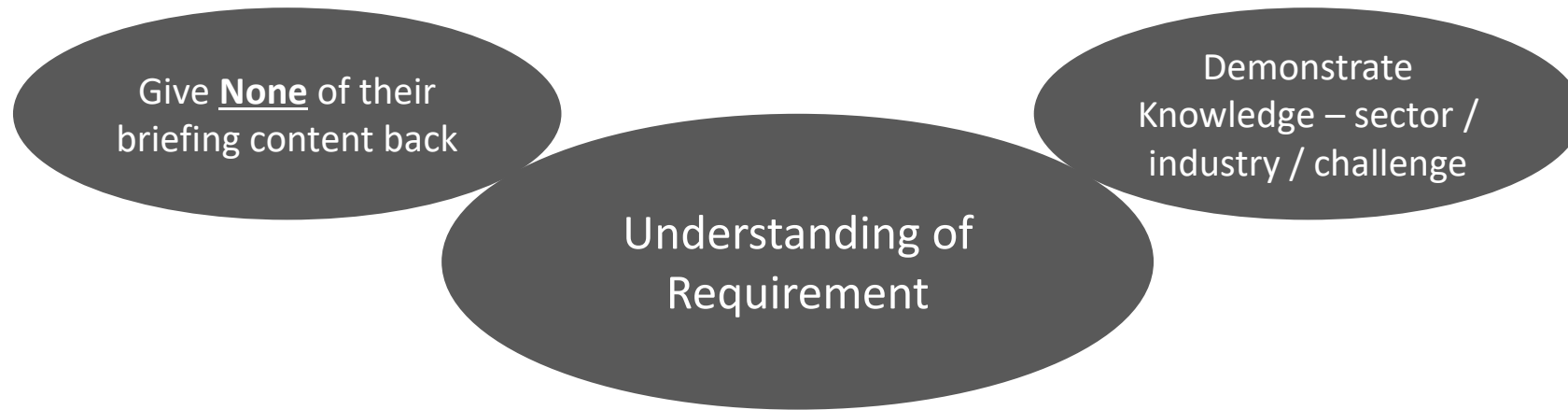
Methodology

Understanding the Requirement

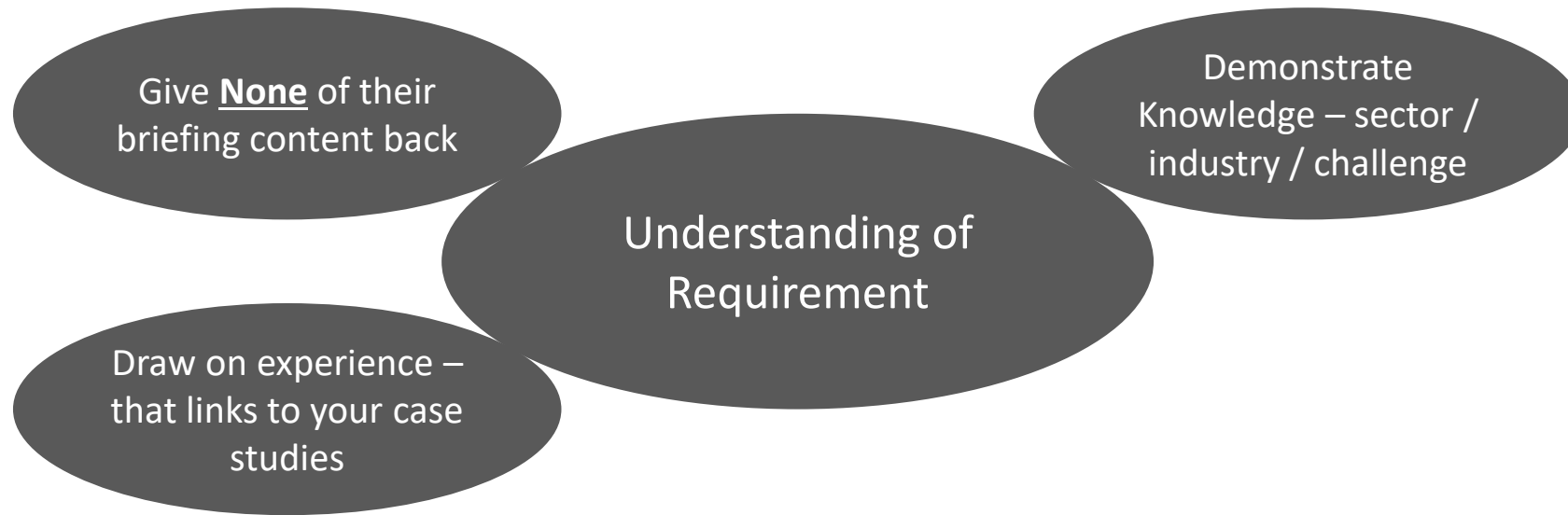
Give None of their
briefing content back

Understanding of
Requirement

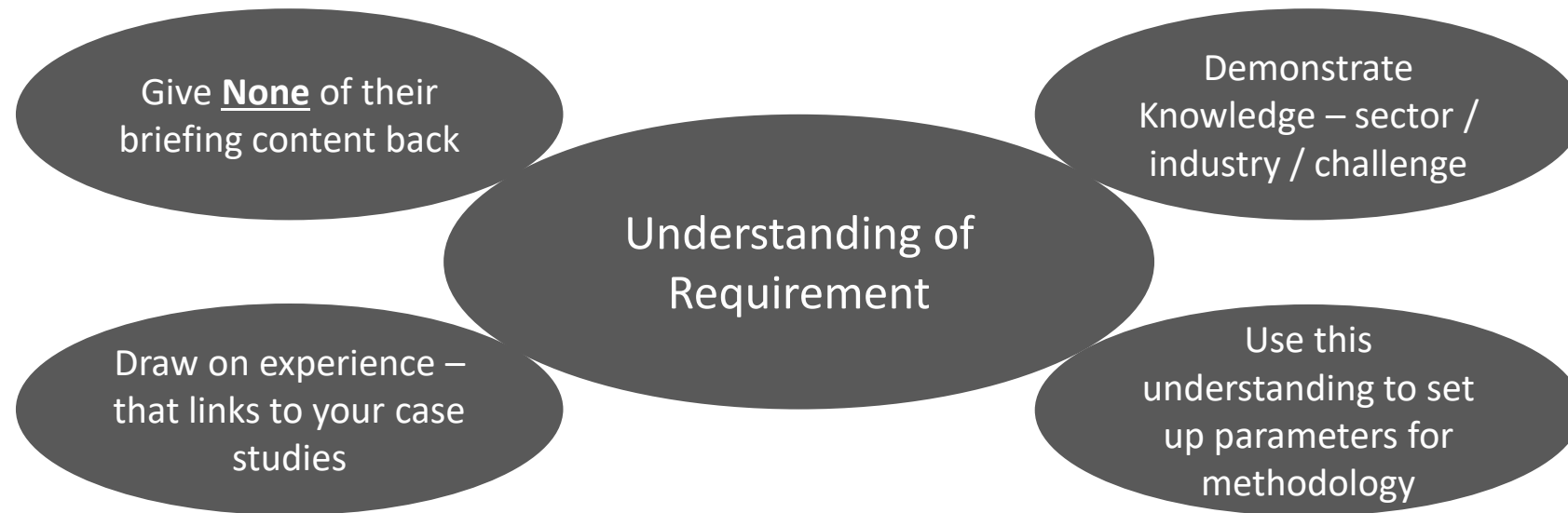
Understanding the Requirement



Understanding the Requirement



Understanding the Requirement

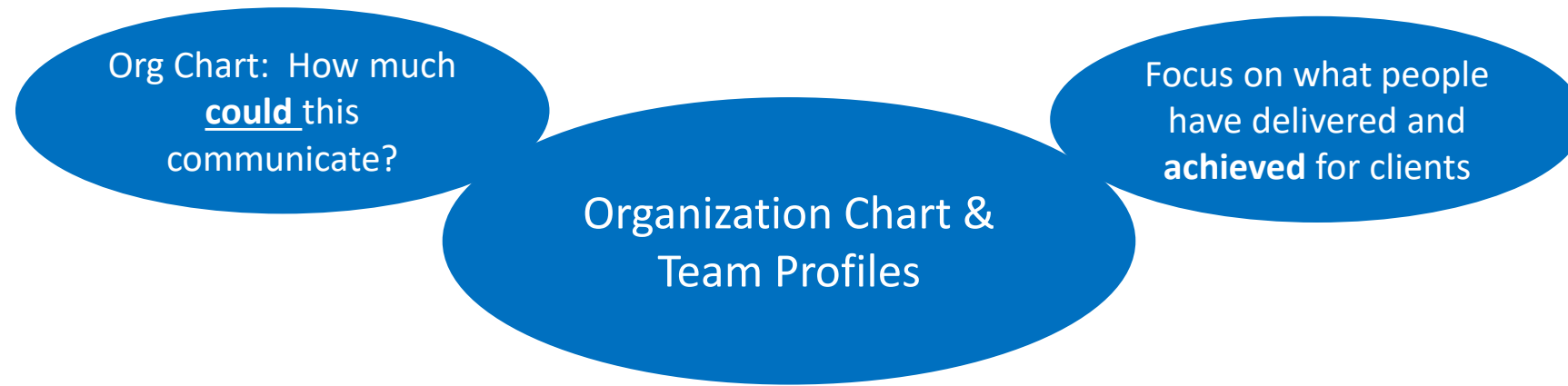


Organisation Chart & Team

Org Chart: How much
could this
communicate?

Organization Chart &
Team Profiles

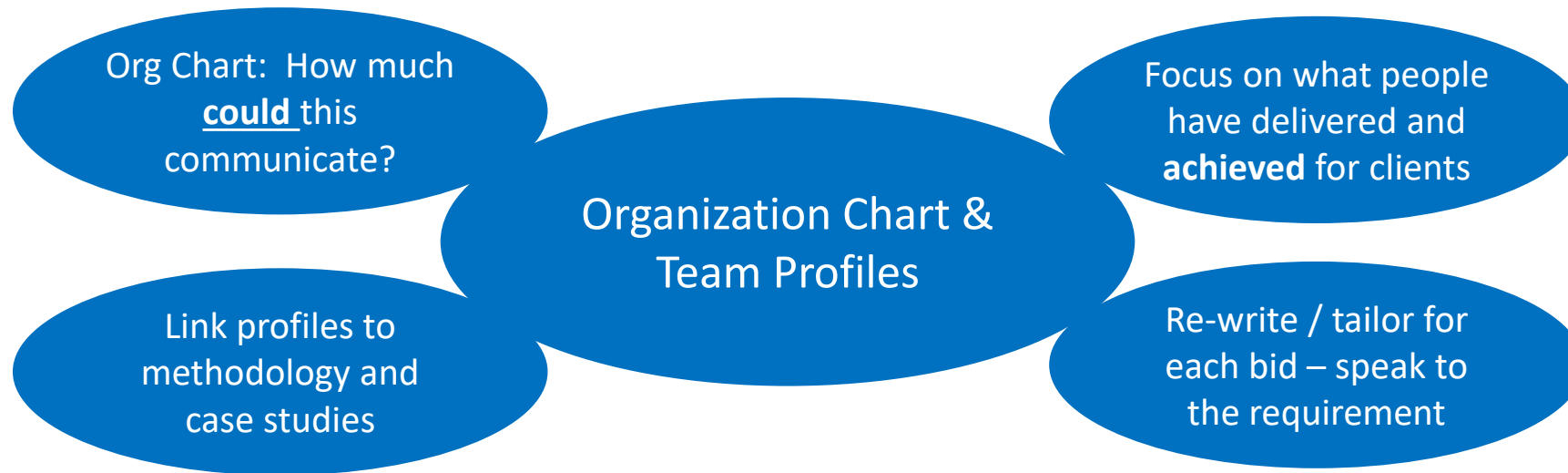
Organisation Chart & Team



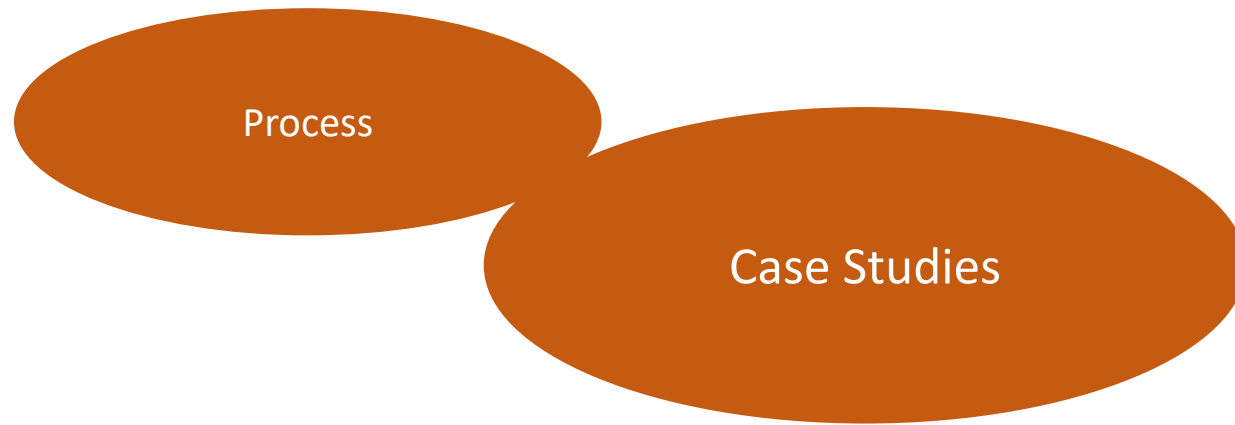
Organisation Chart & Team



Organisation Chart & Team



Case Studies



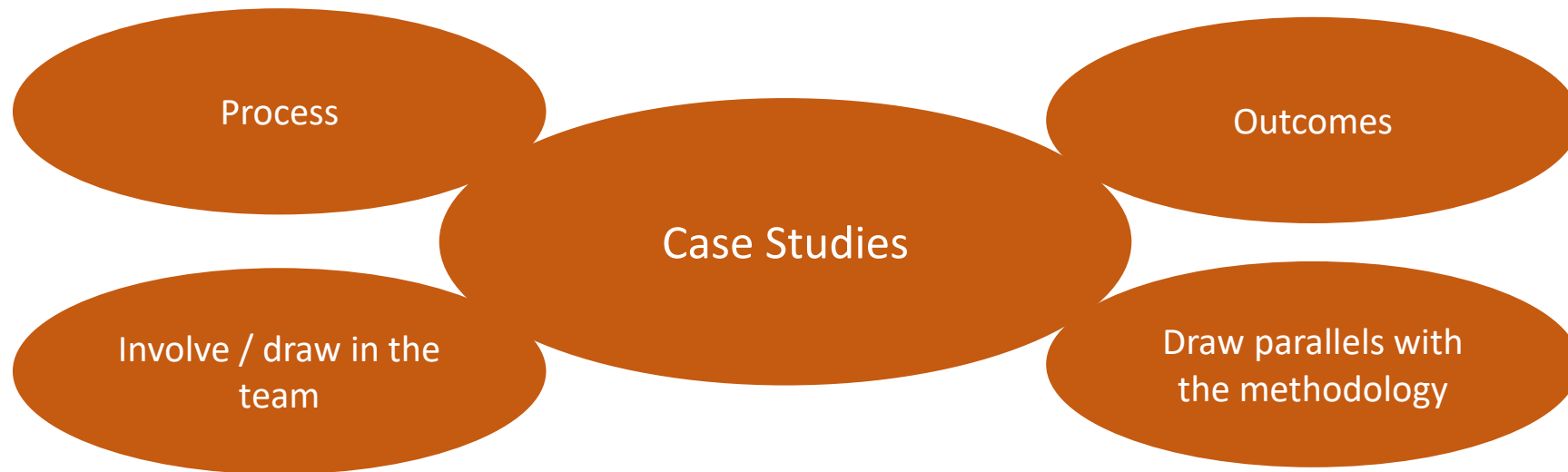
Case Studies



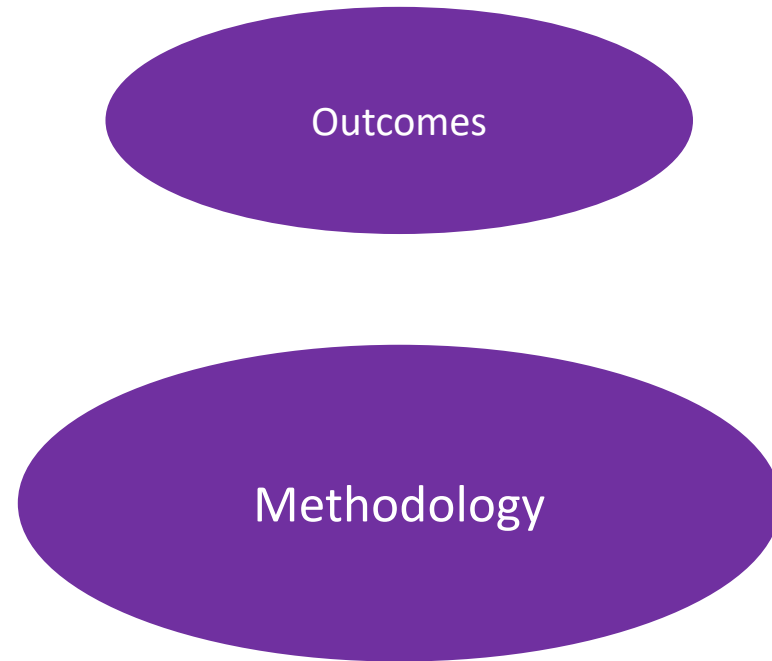
Case Studies



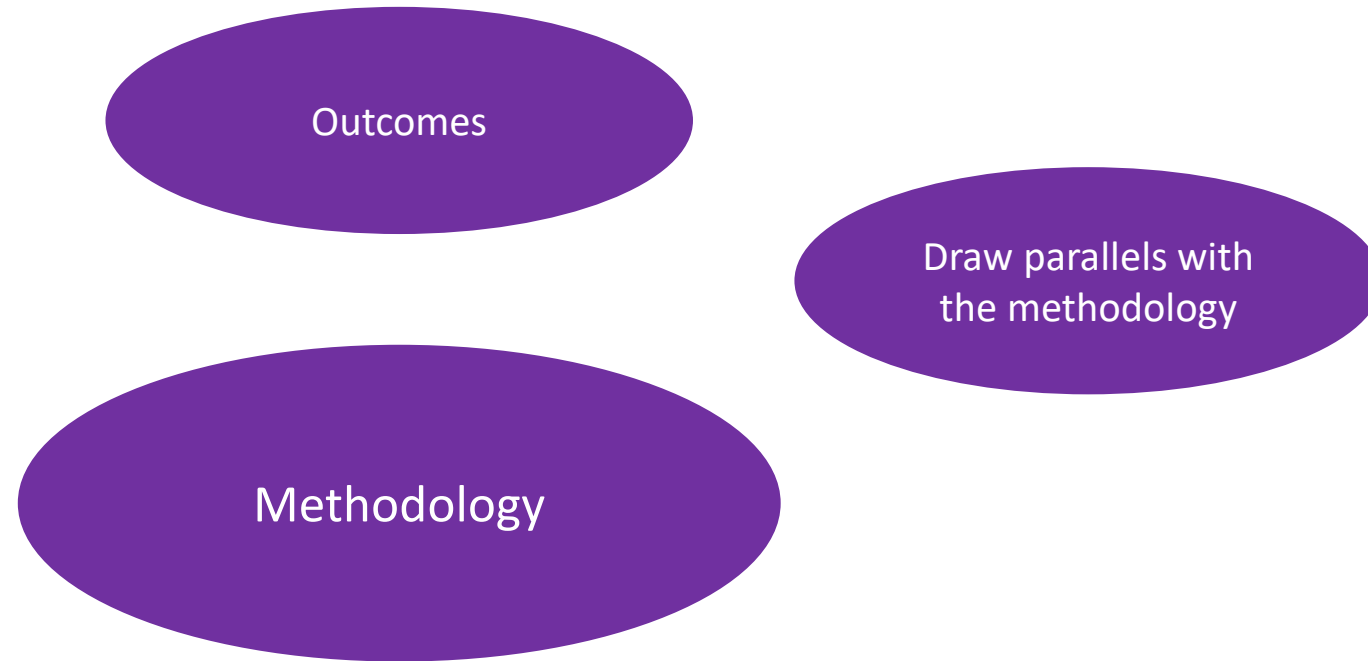
Case Studies



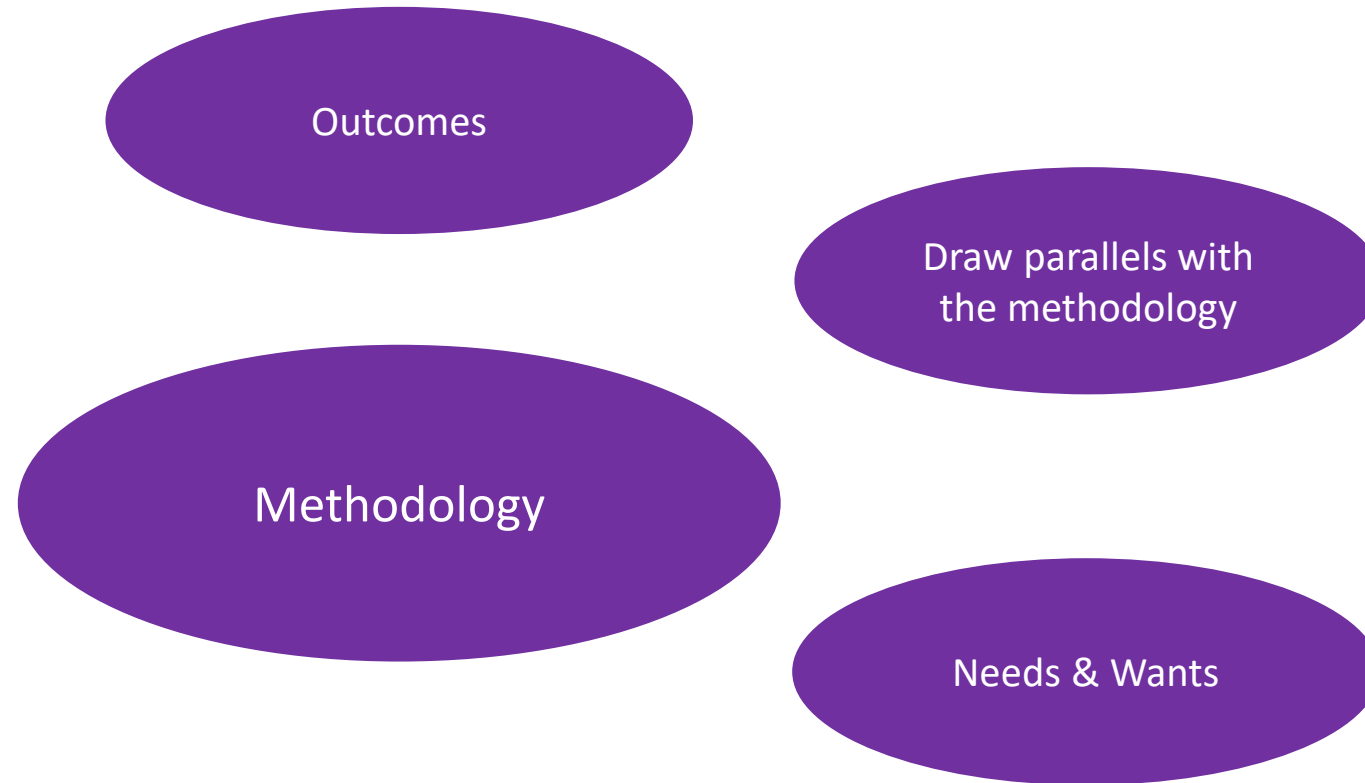
Methodology



Methodology



Methodology



Methodology



Methodology



Methodology



Methodology



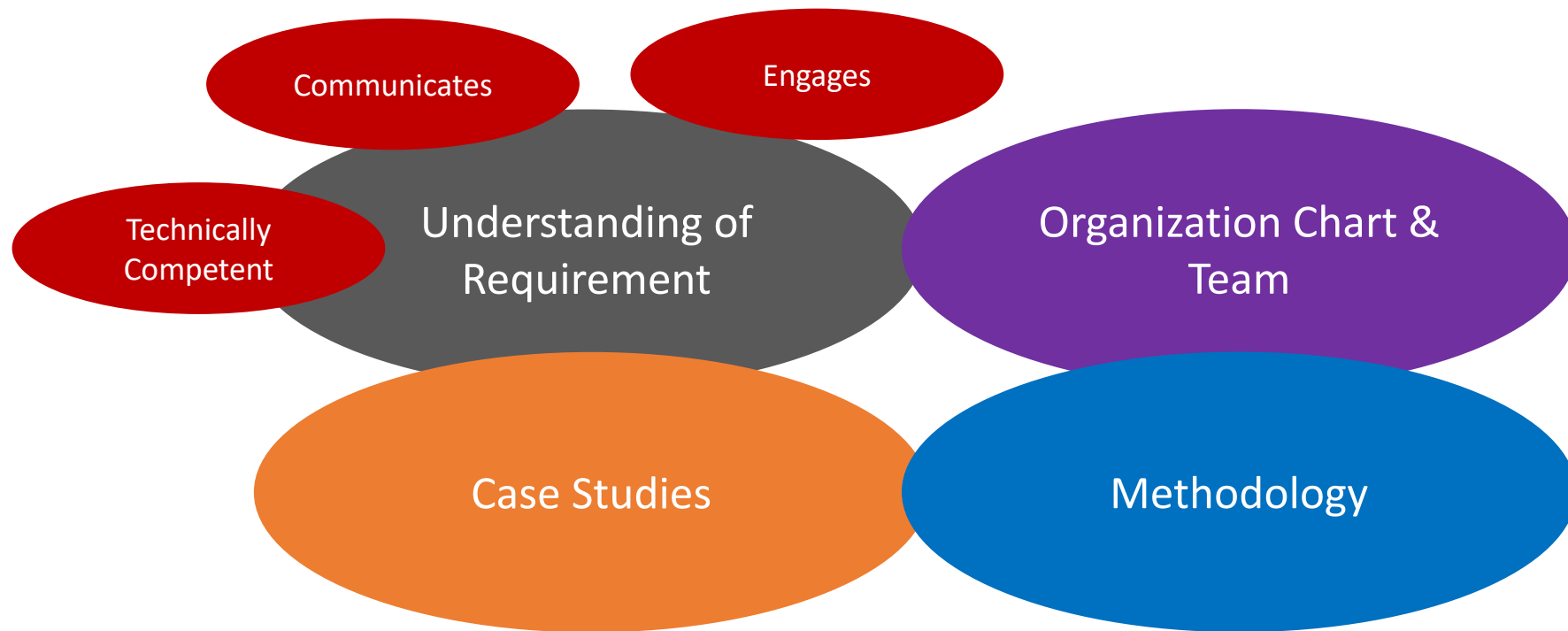
A Compelling Document



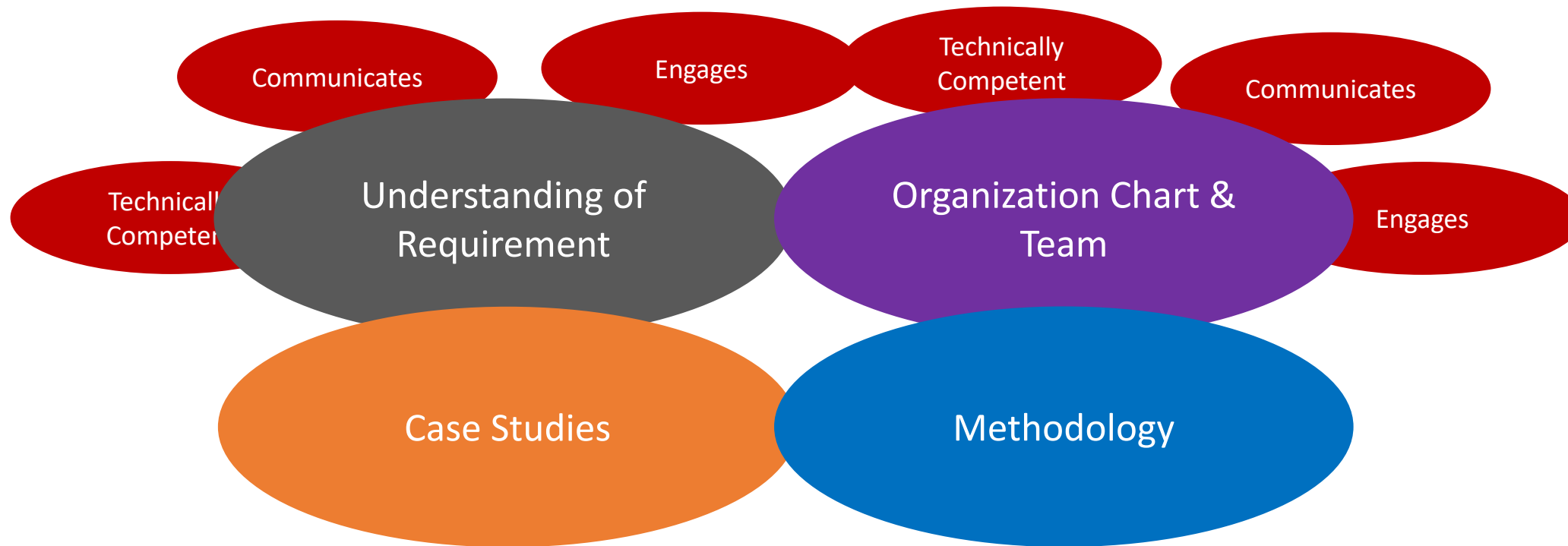
In Which You Sell Yourself Throughout



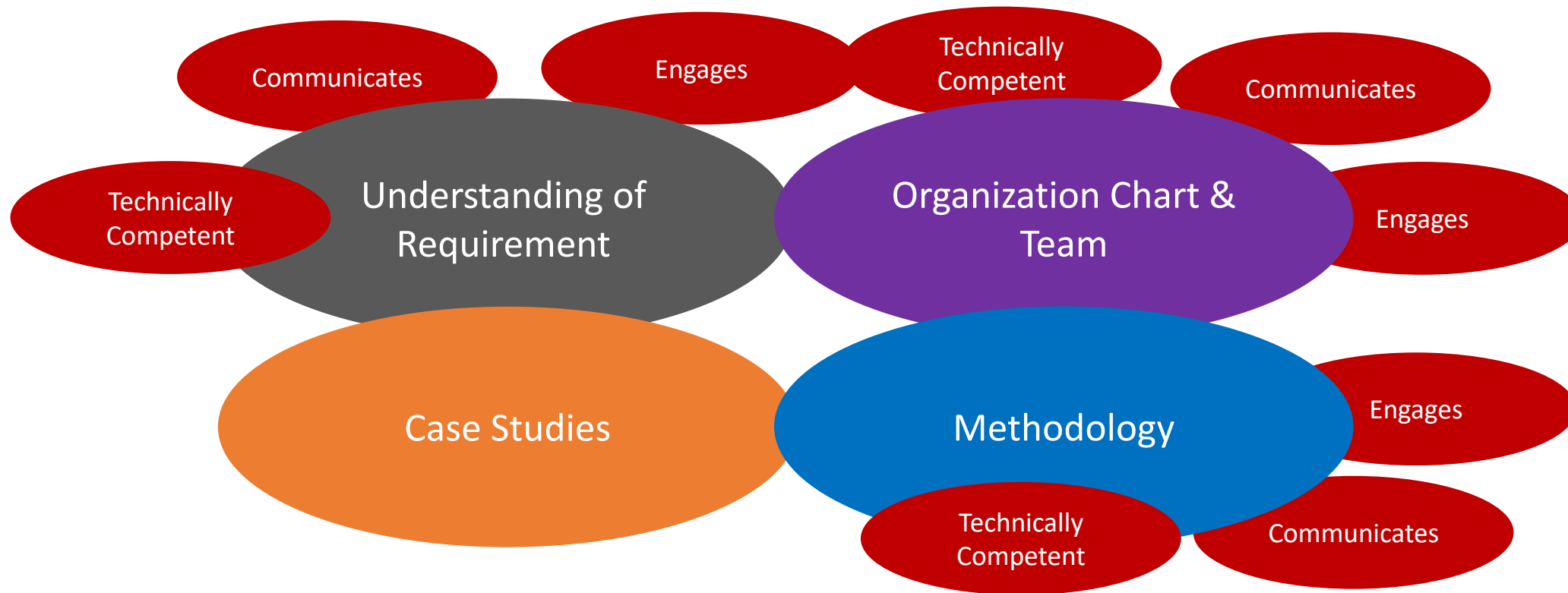
Sell Yourself Throughout



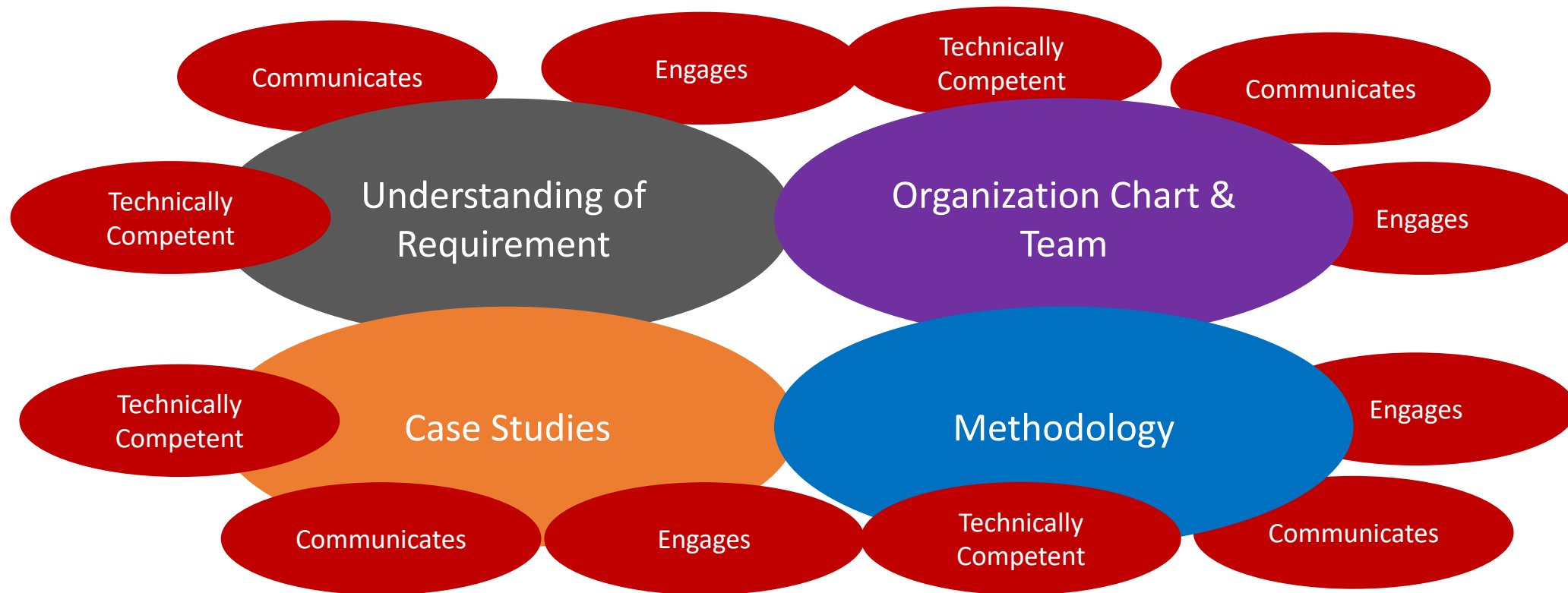
Sell Yourself Throughout



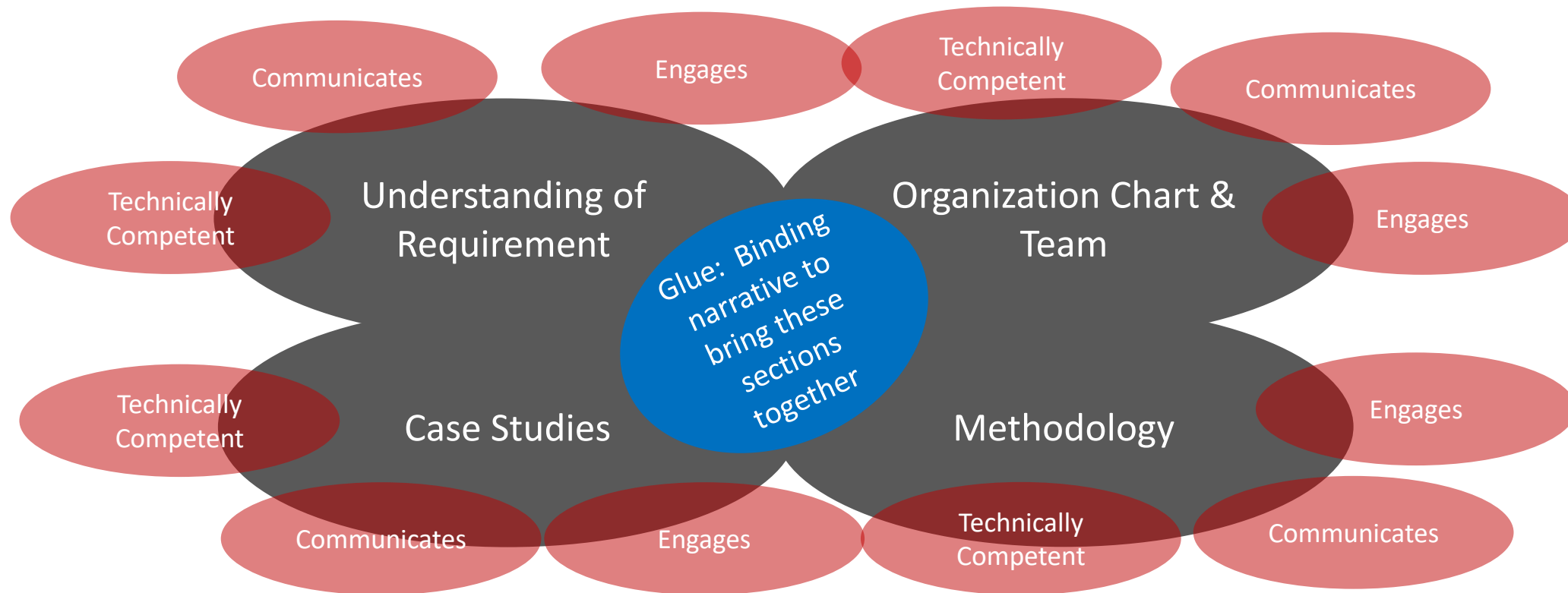
Sell Yourself Throughout



Sell Yourself Throughout



Sell Yourself Throughout



Stand Out



You need to allow time to apply this additional layer of quality to the bid

Go2Tender Programme

For more support with How to Stand Out



<http://www.intertradeireland.com/go-2-tender/>

intertradeireland.com



Email info@intertradeireland.com
Office 028 3083 4100 (048 Ireland)
Text Phone 028 3083 4169 (048 Ireland)

intertradeireland.com

InterTradeIreland, The Old Gasworks Business Park,
Kilmorey Street, Newry, Co. Down BT34 2DE