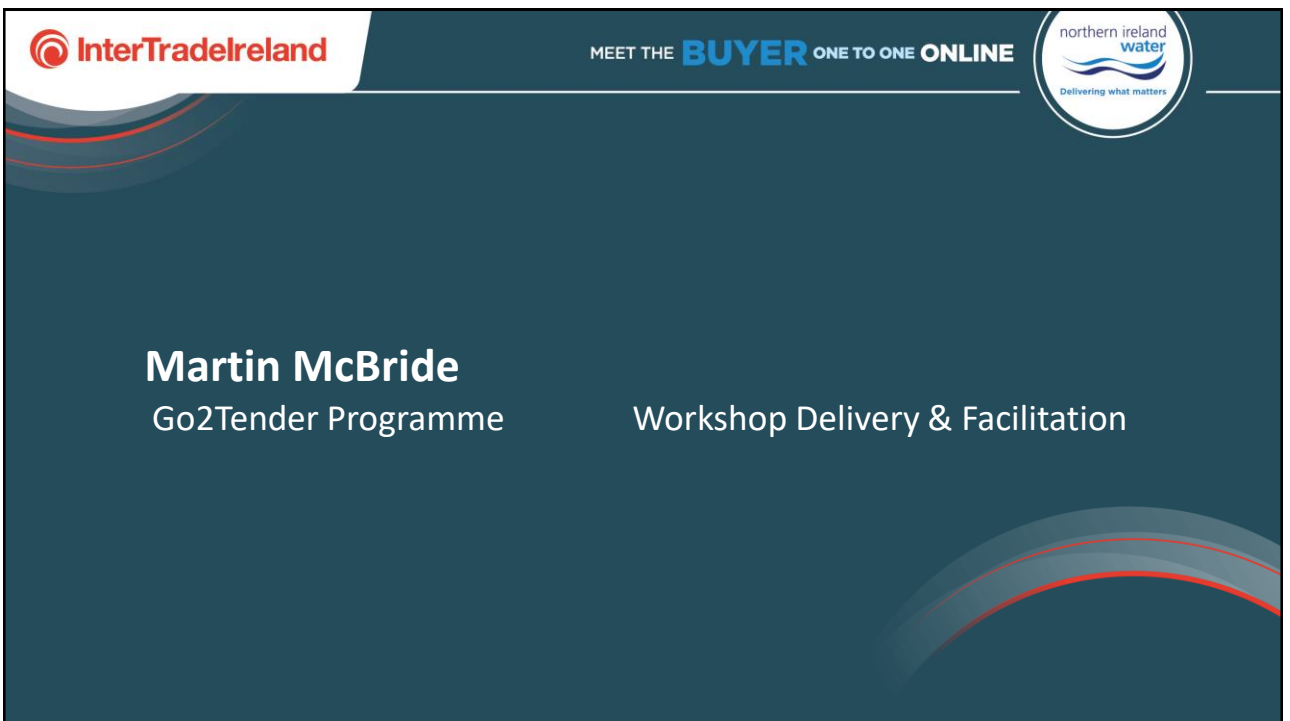




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Preparing Some Tips


- On Tendering
- On content

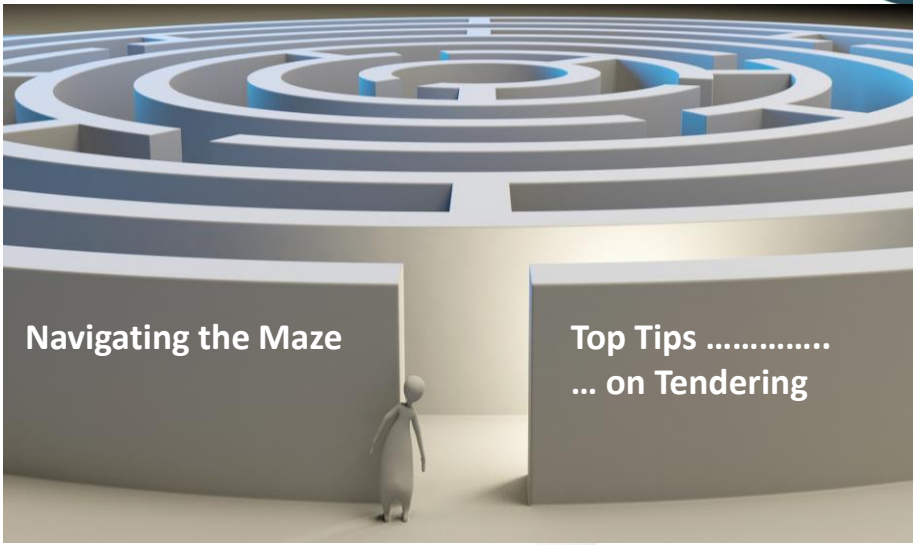


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Navigating the Maze

Top Tips
... on Tendering

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Top Tips on Tendering

1. Do take a selective approach to bidding for public sector contracts: focus on types of work that you have strengths in, and have more chance of winning. Bid less – win more.
2. And taking that selective mindset Do your research. The public sector is a large and very diverse market. So, do the research to establish
 - What part(s) of the market are most attractive to you
 - And why
 - And how those parts of the public sector work.
3. Do try to build a team (even a small one) to share the responsibility of tendering: and that can help with the process - from researching opportunities, to bringing a strong document together in a short time.

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Top Tips on Tendering

4. Do get external help, to support this team – even the best tenderers are continually improving by drawing on external assistance to improve standards, challenge content, and share workload.
5. Do work hard at being able to describe “why you” should be selected to win contracts. Just describing the ‘what’ will not win the bid.
6. Don’t give up after one stumble, or after one unsuccessful bid. Be resilient, keep focusing on the target area(s) of the public sector, learn and improve.
7. To facilitate that Do listen and learn – from buyers, and from feedback. Don’t seek feedback to challenge decisions, or to ‘vent frustration’. Use it for continuous improvement.

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Top Tips on Tendering

8. Do build (and keep building) your tender library – don't wait for tenders to 'go live'.
9. Don't go for every tender that you might be able to go for (even in your chosen market sub-sectors). Select the tenders that you are best placed to win – and put double the effort into those tenders.
10. Don't think about tendering as a task for the admin or finance team to complete – it needs input from management, operations, sales, engineering It's a team effort.
11. Don't ignore the possibility of working with other companies – joining forces with other firms can allow you to tender for larger, higher value contracts and could open the door to new opportunities, new sectors, new Contracting Authorities.
12. Don't expect tender success to come easy – it can take a lot of research resource and resilience - but when you are successful, the return will be worth it.


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Avoiding Mid Range Mediocrity


**Stand Out
from The
Crowd**



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Tips to Improve Tender Response

Before we get into the bid


Three - pronged approach ... in this connected world

1. Digital
2. Networking
3. Direct
 - Meeting the CA / the buyer?
 - The bid

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A potential differentiator ... is

Your Personal Capital

- Expertise
- Industry standing
- Intellectual Property
- Proprietary Knowledge

It contributes to the value you provide to the customer

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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 visibility advantage

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Establishing a little Personal Capital

- Digital Content
- Networking events
- Response to RFI

What's your Digital Footprint

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Delivering what matters

**Content
Avoiding Mid Range Mediocrity**

**Stand Out
from The
Crowd**



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Delivering what matters

What do Buyers look for in a Company

- Robust company – can be trusted
- Value for Money
- Great People
- Technical knowledge
- Track Record
- Understanding of customer needs
- Innovation
- Quality of Service
- Quality systems and controls

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Delivering what matters

Tips to Improve Tender Response

Finding the extra 5 – 10% To win



☒ Excellent
☒ Excellent
☒ Excellent
☒ Excellent
☒ Excellent
☐ Very Good
☐ Very Good
☐ Very Good

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Delivering what matters

Is your content



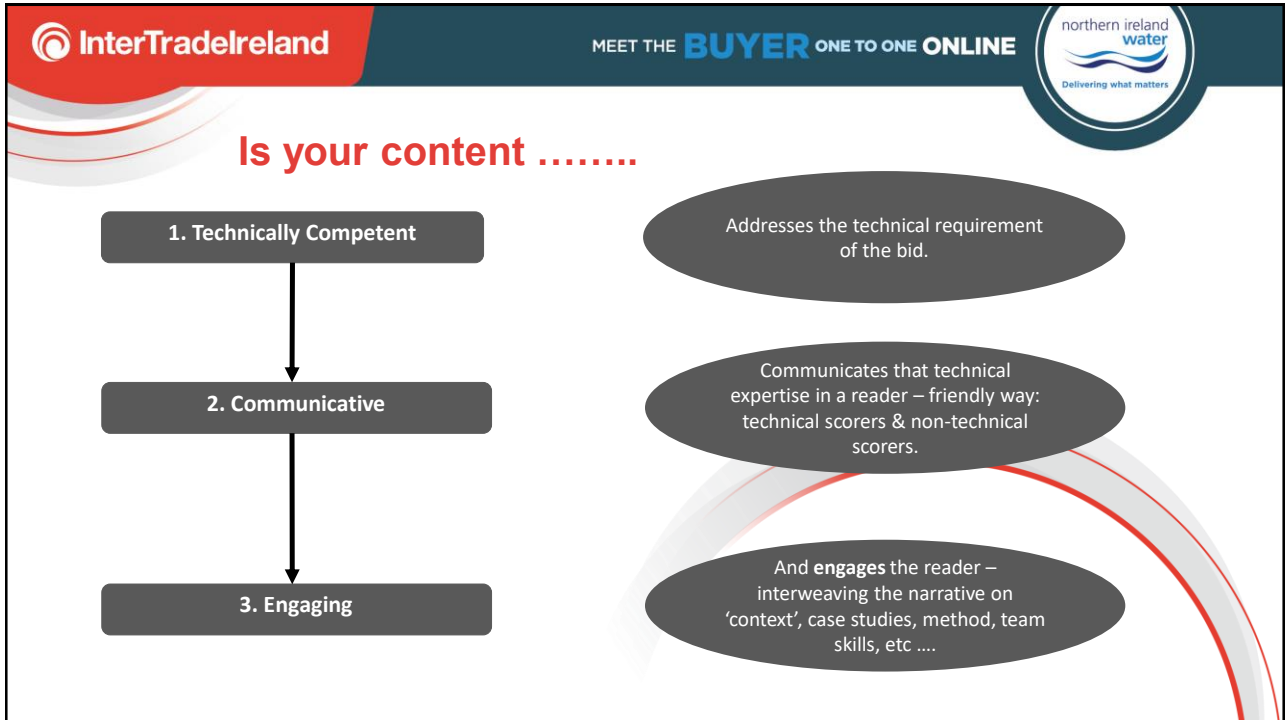
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graph TD
    A[1. Technically Competent] --> B[2. Communicative]
    B --> C[3. Engaging]
  
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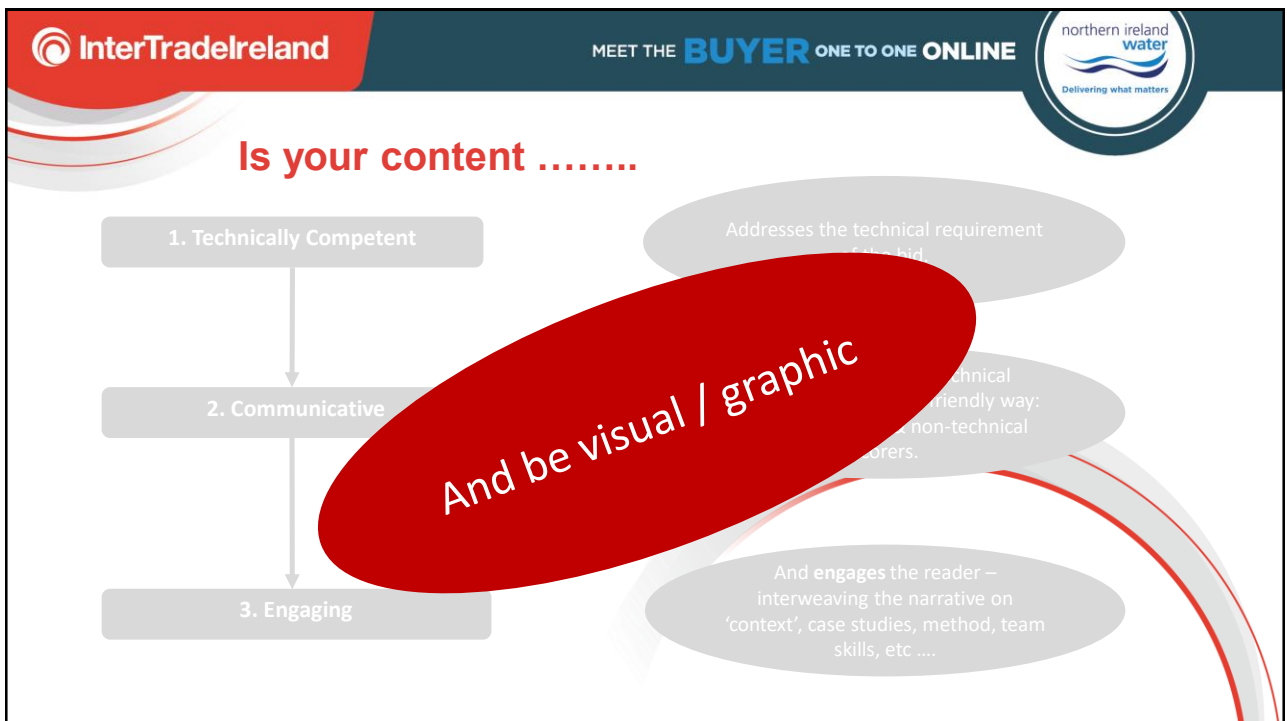


CONTENT IS KING

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Delivering what matters

Maximising scores across these key areas of content

Why you?

- Understanding of Requirement
- Organization Chart & Team
- Case Studies
- Methodology

If you score well on quality – that might take a little pressure off the price (depending on weightings)

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Delivering what matters

Understanding the Requirement

- Give **None** of their briefing content back
- Draw on experience – that links to your case studies
- Understanding of Requirement**
- Demonstrate Knowledge – sector / industry / challenge
- Use this understanding to set up parameters for methodology

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Delivering what matters

Organisation Chart & Team

Org Chart: How much could this communicate?

Organization Chart & Team Profiles

Focus on what people have delivered and **achieved** for clients

Link profiles to methodology and case studies

Re-write / tailor for each bid – speak to the requirement

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Delivering what matters

Case Studies

Process

Outcomes

Case Studies

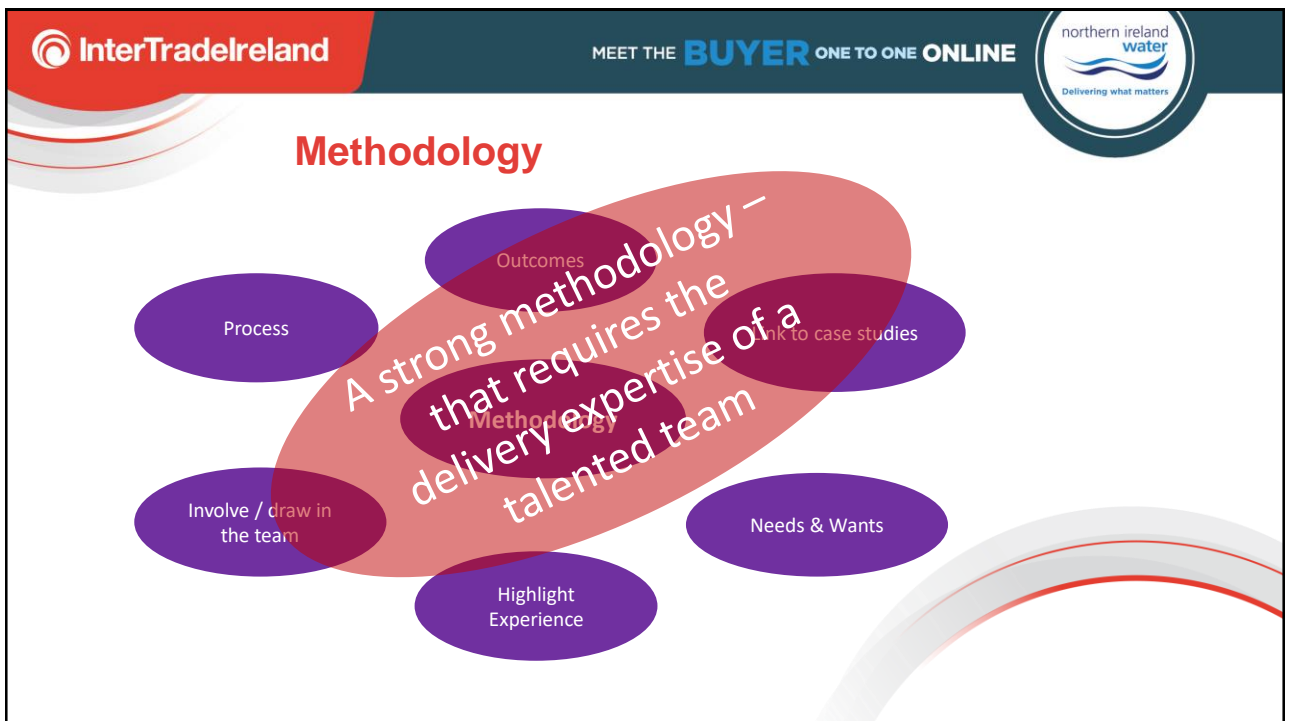
Involve / draw in the team

Draw parallels with the methodology


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A Compelling Document



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In Which You Sell Yourself Throughout




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Need Advice?



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Delivering what matters

The Go2Tender Programme

Workshop Training

Focused on:

- The Public Procurement Market
- Understanding Public Procurement Processes & Regulations
- Tender Processes
- Tender Skills
- Tender content development

<https://intertradeireland.com/sales-growth/tender-successfully/go-2-tender/>

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Go2Tender Mentoring

1 Day
Exploring the Public sector market
Reviewing recent tender performance
Getting set up on tender portals

3 Days
Live Bid

5 Days
Live bid: large contract / collaboration / cross border / off – island

Go To
<https://intertradeireland.com/sales-growth/tender-successfully>
Mentor Application Form
Mentor Panel

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intertradeireland.com/meet-the-buyer-2021

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