



# Bid Qualification Tools

Working on proposals can sometimes make Bid Team members feel like headless chickens as they stumble from one bid to the next with reduced energy and rising sick leave rates serving as a pretty accurate barometer of the health of the team and – indirectly – the likely quality of your proposals. Doing fewer bids can paradoxically result in more wins, more business. But how do you pick the right ones to go for?

One of our mantras at The Winning Proposal is “Win Fast, Lose Fast”.

**Whisper it quietly – because some people will hate hearing this – but submitting fewer bids to a higher level of quality is associated with higher win rates and better, more profitable business.**

Imagine having a rock solid way of screening out the bids that you were never going to win allowing you to release extra resources to the bids that you are best positioned to win. Such a reallocation of resources means that you will win more of the bids you want to win - the right bids!

This, however, assumes that you know how to select the right bids to go for and the right ones to avoid.

**And this is the rub. How, realistically, can you make such big calls accurately 100% of the time, especially when you’ve got the Sales Director or the CEO telling you to get as many proposals out there as you can physically (and mentally!?) handle?**

If this dilemma is one you recognise what you may need is an intelligent qualification tool that everyone buys into – including your Sales Director, Managing Director and CEO.

**BID / NO BID?**



# Win fast, lose fast



## What's Right for You?

The level of sophistication of the right tool for you will depend on your current circumstances and requirements.

**At its most simple, a qualification tool will give you a “Yes” or “No” answer to the question “should we go for this bid or not?”.**

In designing bid processes with our clients we always build a “Bid / No Bid” decision point into the process up front.

If you have no such check point currently and just chuck resources at everything that lands on your plate, then you definitely have plenty of room for manoeuvre and improvement.

But perhaps you already routinely make the Bid vs. No Bid decision? That's great, but there might be more for you to gain.

## The Good, the Bad and the Ugly

Are some opportunities better than others, easier to win or potentially just more profitable over a longer contracting period? Instinctively, at least, you already know that some contracts are better to win than others. You are almost certainly allocating more resources to the “best bids” compared to “good bids”.

**Which brings us back to the beginning. How can you reliably and accurately categorise the business attractiveness of bid opportunities and how do you allocate the optimal amount and type of resources to each bid category?**

Bid Teams tend to operate in one of three ways:

1. **Intuitively** – decisions on what to bid for and how to bid for them are based on instinct, usually the gut feel of a key decision maker (Sales Director, MD, CEO)
2. **Systematically** – a group of nominated players with a vested interest have access to support tools that guide them in their decision-making; and the tools they use are

good (but not perfect). This mode of operation is the norm in the market place

3. **World-class** – the Bid Team consistently and dramatically out-performs their competition in tenders when measured by Win Rate. World-class Bid Teams have access to a suite of qualification tools and processes that are entirely trustworthy, allowing the optimal allocation of resources to the right bids. This means being very selective about what is progressed and how much investment is made on any one, single tender opportunity. World-class bid teams win fast and lose fast, and use a consistent methodology to maintain their dominant position against their competition



[They] made important suggestions around the process that made our proposal work faster and better, as evidenced by our much improved win rate.





Duncan [Cranmer of the Winning Proposal] is a strategic thinker and skilled facilitator who is expert at getting a group to push beyond surface knowledge to truly understand new concepts. He is quick on his feet and able to command an audience. Highly professional and easy to work with. Duncan would be an asset to any organisation and someone I highly recommend.

*EMEIA Service Quality Lead, EY (Ernst and Young)*



### Developing your Tool

Getting to the point where you are in a position to be a world-class challenger commences with an assessment of your requirements.

**Where on the intuitive to world-class spectrum do you sit today; where can you reasonably get to and how fast do you need to get there?**

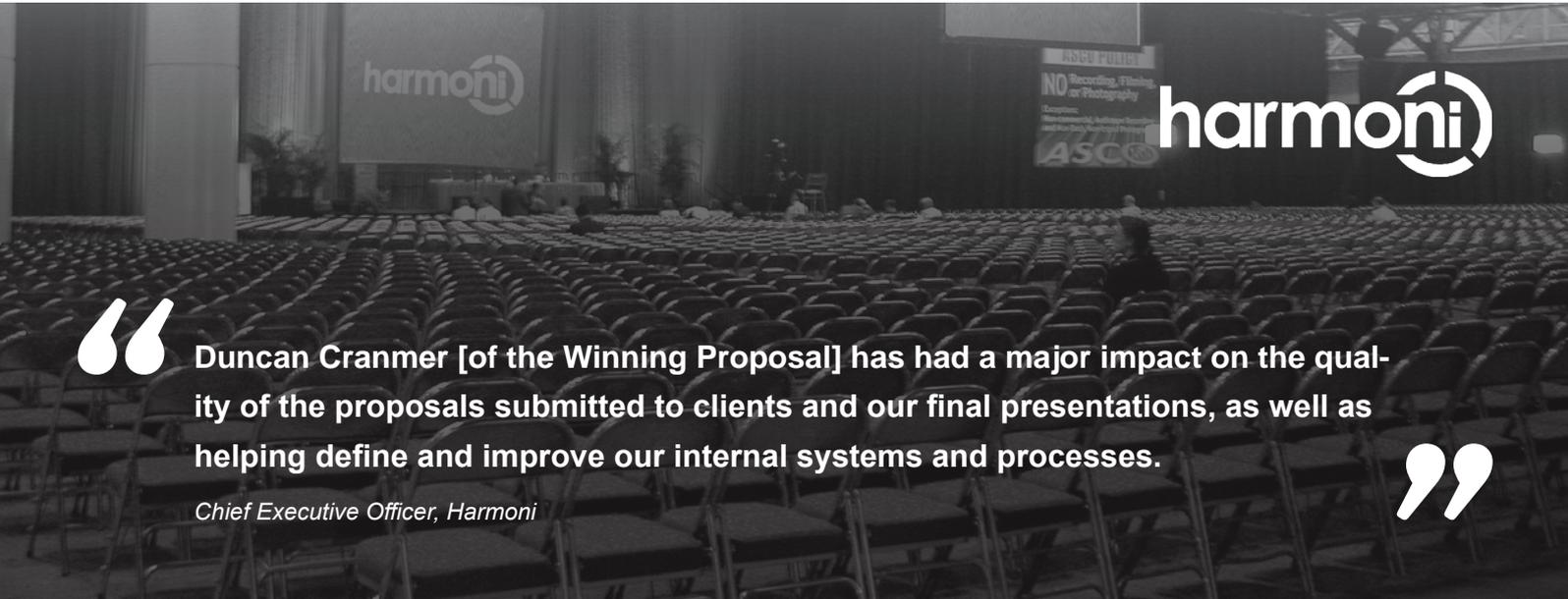
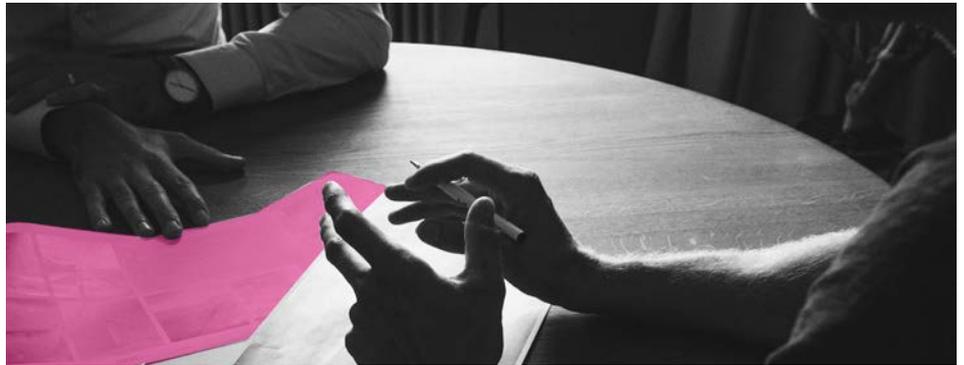
(Even world-class bid teams can improve: in fact they have to continually evolve and change because their markets are in constant flux).

**Our Qualification workshop focuses on helping you win fast, lose fast.**

The process begins when we meet with nominated representatives from your Bid Team, as well as with those performing important executive managerial and support functions around your proposals (e.g. Marketing, Product Management, Operations etc.).

These discovery interviews guide us to an understanding of how you presently qualify tender opportunities and how your company resources are allocated to each opportunity.

The discovery sessions alert us to those areas where qualification, prioritisation



Duncan Cranmer [of the Winning Proposal] has had a major impact on the quality of the proposals submitted to clients and our final presentations, as well as helping define and improve our internal systems and processes.

*Chief Executive Officer, Harmoni*



**Even world-class bid teams can improve their qualification methods and ways in which resources are allocated to proposals. In fact they have to continually evolve and change because their markets are in constant flux.**

and resource allocation might be improved; on this basis your workshop is designed and structured for maximum participation and impact.

**The Winning Proposal's workshop brings together your team to openly and collaboratively discuss, share and agree best practise in qualification and resource utilisation.**

Our facilitated workshop is a great opportunity to reflect on what has worked well in different bid situations in the past, and on what hasn't worked quite so well.

We capture the knowledge that colleagues share and introduce new concepts relevant to your requirement at the appropriate moments in the workshop.

Following the workshop we build and share your draft tool, giving bid leaders and directors the time to reflect on it. Taking your inputs into account, the tool is iterated until we secure your formal approval and sign off.

At that point the new tool is issued and incorporated into your standard bid process. The preferred format of your tool influences the precise mode of implementation, and some training may be required.

**A considered and formalised method for bid qualification and resource allocation leads to improved win rates, better control over your bids and improved contract profitability.**



**care**<sup>UK</sup> 

“

**In six weeks they helped grow our funnel by £65m, £31m of which became closed business within four months - a fantastic achievement!**

*Strategy and Marketing Director, Care UK*

”

Where on the intuitive / partially systematic / world-class spectrum do you sit? The right qualification tool for your business can be trusted to arrive at correct Bid / No Bid decisions and rank the relative attractiveness of the bids you decide to proceed with. This allows you to allocate the optimal level of resources to win the very best bids, faster.



-  TWP @ Quantum IGL, Kemp House, 152 - 160 City Road, London, EC1V 2NX, England, UK
-  +44 (0) 203 815 8020
-  [hello@thewinningproposal.com](mailto:hello@thewinningproposal.com)
-  [thewinningproposal.com](http://thewinningproposal.com)

