



**THE COMMERCIAL  
TOOLKIT**

COMMERCIAL & CONTRACT MANAGEMENT

Commercial & Contract Management Training

# How to write a winning bid

# Content

## **01 Bid Strategy & Bid Management**

The importance of a strategic approach and a coherent bid management process

## **02 Understanding and meeting your customer's requirements**

Establishing what the customer wants and responding accordingly

## **03 Structuring and presenting your bid**

Presenting your response – content planning, addressing risk, pricing and using case studies

## **04 Value Propositions and Benefits**

How these can give you a competitive edge

## **05 Bidding for funding**

How funding bids differ from business activity

## **06 Methods for increasing probability of bid success**

Features of successful bids

# Introduction

## Indicators of a Winning Proposal

- A winning proposal is ...

Compliant

Responsive to Customer Needs

Concise

Provides Value

Competitive

High Quality

# 01 Bid Strategy & Management

## Themes to consider

1

### Why do you need a Bid Strategy and a Management Process?

Importance of a considered and methodical approach. Is it **Bid** or **No Bid**?

2

### Initial Activity

Finding Bid Opportunities.  
Demystifying the terminology.

3

### Strategic Considerations

The questions that need to be considered to inform your Bid/No-Bid decision.

4

### **Bid/No-bid** Conclusion

Summing up your evaluation

# 02 Understanding and meeting Customer requirements

## Themes to consider

**1** Understanding and meeting your customer's requirements  
Identifying needs and objectives

**2** Deciphering the Specification  
Extracting the requirements – scope, deliverables, timescales

**3** Meeting the Specification  
Preparing a Response Matrix - matching your Product/Service to the Specification.

**4** Being Customer focused  
The influence of Customer values and policies

**5** Dealing with ambiguity  
When the information is absent or unclear.

## 03 Structuring and presenting your bid

### Typical Bid Structure

- If no pre-set templates from Customer, create an outline – allocate response requirements against headings:
  - **Executive Summary**
  - Understanding of Customer's objectives
  - **Outline of proposed approach**
  - Deliverables (mirror the Customer's prioritisation/structure).
  - **Workplan / Timetable**
  - Project team
  - **How Project will be monitored (Quality Management)**
  - Pricing

Allocate page lengths/word count i.a.w score weightings

## 04 Value Propositions and Benefits

### Addressing your Weaknesses

- Weak bids are often caused by bidders **not demonstrating sufficient experience or competencies** to deliver the Specification.
- If you lack relevant experience:
  - Breakdown the Specification into different themes and strongly emphasise where you do have experience.
  - **Explain how you would approach the task** – provides confidence especially if you use similar examples.
- Use a **Skills Matrix** to illustrate who can do what.

# 04 Value Propositions and Benefits

## Themes to consider

**1** **Features of successful bids**  
What contributes to a winning bid

**2** **Review checklist**  
Checks to make prior to submission

**3** **Administration**  
Key administrative tips and hints

**4** **Style**  
Keeping it simple and effective

**5** **Post-submission**  
What to do next?