

How to Improve Your Chances of **Winning Bids**

Think Strategically

Research your market to really understand who your public sector customers are, the issues they are facing and the solutions you can bring to solve them. Audiences will change relative to a particular area or sector and your approach should reflect a 'local' agenda that is specific to them

Attend the events, meetings and conferences where your target audience hangs out. But avoid selling and become a sponge sucking up information to learn as much as possible so you can use it in any follow up.

Get Networking

Debate, discuss, contribute and seek their opinion on issues so you connect and can follow up afterwards. Read the media your target audience reads and regularly contribute

Be Personal

Identify key people: decision makers, influencers & connectors

Any resultant interaction will need to reflect the situation and the people concerned and build on relationships at the right level. Also, research your competitors to understand what they are doing and how you can do it differently or better.

Be seen to be experts in your field. Speak at conferences, hosting info events & write often

Be Visible

Video and record your events so you can share them personally and over the Internet with your target audience. Extract written highlights and put them into a blog/ email/ marketing brochure so your clients always have the key points (and your company/ personal details) to hand.

Everyone knows Coca-Cola, MacDonald's and Virgin...but do they? Provide personal brand awareness of your integrity, openness, CSR activity, , etc. in your interactions whenever possible that are relevant to your audience and their issues

Be Brand Aware

Simple stories about how you help your clients connects you quicker and for longer

Be Generous

Give your clients lots of 'free' information (articles, special reports, 'edumericals', etc.) aimed at providing simple market knowledge and then ramp it up to a particular problem as you move into being a trusted advisor.

(Be careful to stop a little short of providing the complete solution so you can leverage this into a paying opportunity)

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Become someone who is known to be willing and able to help as an expert in your field without always charging your client.

Become a Trusted Advisor

If you can't answer every issue then become a 'connector' by linking people up within your company to help your client.

Stay Connected

Use a 7 Step Marketing approach from the first point of contact to the point of conversion. Follow up at least 6 more times with emails, useful information, phone calls, events, etc. Avoid selling so your client will start to think of you as a trusted advisor.

Then stay connected

Identify the risks that the client is exposed to and consider ways you can remove them with a 'guarantee' of outcome. Clients are very risk averse and want to avoid it at all costs so any business models, previous experience, or methods that have worked well will interest them.

Reduce Risk

Get introduced by contacts to clients you want to meet. Say why they should speak with you and what they will gain.

Use Referrals

Give a little too by connecting your clients with other people that might be useful or interesting to them. Develop strategic alliances with trusted companies for mutual benefit.

You can't work everywhere and speak with everyone so develop a targeted bid strategy where you are likely to have most success.