

10 THINGS YOU CAN DO TO WIN MORE BIDS



It's crucial that you build trust and understanding with your client from the outset to grab their attention for an instant and lasting impression

1

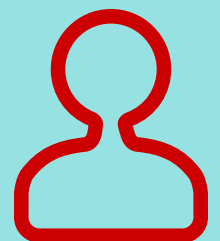
RESEARCH THE BID TO UNDERSTAND ALL THE ISSUES BEFORE YOU PUT PEN TO PAPER



We provide you with the background to the bid so you understand the issues and what's important to your client

2

POSITION YOURSELF TO WIN' SO YOUR CLIENT SEES WHAT YOU DO, HOW YOU DO IT AND HOW IT RELATES TO THEM



We identify your key strengths and weaknesses so you can position yourself to your best advantage

3

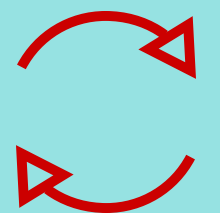
REALLY UNDERSTAND HOW YOU ARE GOING TO BE ASSESSED BEFORE YOU START WORK SO YOU CAN SCORE THE HIGHEST



We show you how you will be assessed and the best way to score the highest

4

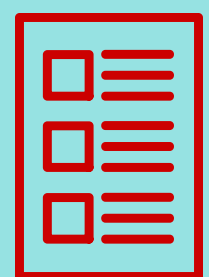
GUIDE YOUR FRONT LINE TEAM TO EASILY PROVIDE GREAT CONTENT WITHOUT STRESS OR AFFECTING THEIR DAY JOBS



We produce your bespoke Bid Roadmap to effectively guide your team

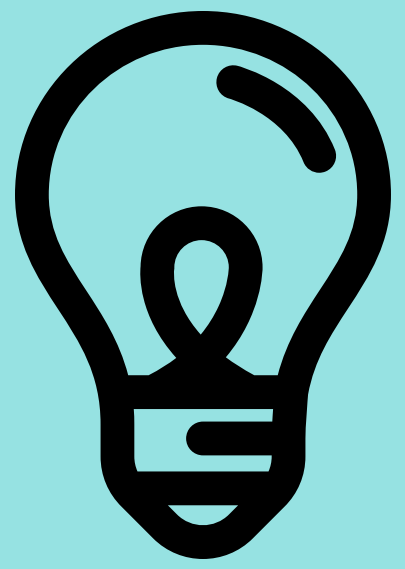
5

COMPLY WITH ALL QUALITY REQUIREMENTS AND INCLUDE ADDITIONAL INFORMATION SO YOU GET NOTICED



We make sure your bid is compliant and that you've used every opportunity to sell your value

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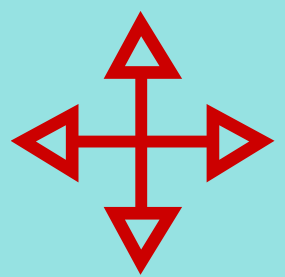


Apply our strategic approach to bidding to significantly improve your results and with long-term benefits that you can use time and time again.

6

USE 'END TO END CONTROL' TO AVOID MISTAKES AND LAST MINUTE PANIC

We draw up your Bid Management Plan to control the process and use a traffic light system so it's easy to see your progress



7

USE THE VISION 3PS PROCESS SO YOUR ANSWERS ARE RELEVANT TO YOUR CLIENT

We show you how to use the Vision 3Ps Process to take your client along the journey to your solution for maximum effect



8

USE AN EFFECTIVE 'PRICE TO WIN' STRATEGY TO SHOW YOUR VALUE

We help you balance price with quality for the best return on investment



9

WRITE PERSUASIVELY SO YOUR CLIENT IS COMPELLED TO DO BUSINESS WITH YOU

We write and edit your responses using persuasive language so your client is compelled to use you



10

PROVIDE A GREAT DOCUMENT SO YOUR ASSESSORS QUICKLY SEE WHY YOU ARE THE BEST CHOICE

We show you how to use graphics, images and styling so your response stands out and is easy to use

