



STOP JUST REACTING TO EVERY BID THAT COMES YOUR WAY AND BE AN EFFECTIVE

BID MANAGER

Use these 4 key steps to identify the contracts you want to win and the clients you want to work with



STEP 1

- Meet your clients to learn about their objectives and the projects they have planned in the next few months or year



- * what problem do they want to overcome?
- * how will they get the help they need?



STEP 2

- Identify where your specialist advice could influence their solution



- * what makes you different to your rivals?
- * what do your people do that's innovative?



STEP 3

- List all the clients and projects you're interested in on Post-It Notes

* stick them on a flip chart

* list the expertise, skills or knowledge that makes you stand out on more Post-It Notes

* stick them under the most relevant project

* you may need multiple copies so you can add your expertise or skills under lots of projects



STEP 4

- Now let's stir it up!

* rearrange your Post-Its to suit your order of preference
* move your skills up or down the list any way you want

"Now you've got a Work Winning Plan, you can choose the bids that are best for you"