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Preparing your bid

Ensuring you prepare a competitive and compliant proposal.

"Not following the specification, complying with the mandatory criteria or addressing the evaluation criteria are the most common reasons businesses are unsuccessful in their bids."



Important things to do

- Take the opportunity to ask questions to clarify what the client wants.
- Attend any briefing sessions.
- Read any addenda to the ATM.
- Review the draft contract terms and propose alternative terms if required.
- Ensure your proposal complies with any mandatory requirements or tender requirements.
- Communicate clearly in your proposal that you understand what the client requires.
- Talk about how you do things differently and how this can benefit the client.
- Respond directly to the evaluation criteria and the response template / form.
- Submit your proposal:
 - » by the deadline
 - » in the format required e.g. using the response template if provided.
 - » in the method required e.g. by email, online or hardcopy.
- If your bid was unsuccessful, request a de-brief to get feedback on your bid and how to improve for the future.
- Build and maintain relationships with clients and prospective clients.

Things to remember

For the corporate sector:

Private and publicly-listed companies generally invite suppliers to tender, rather than listing on a tender website for the open market to respond. Therefore, building relationships with the right people (the business owners) before the procurement starts is important.

- Know the right pricing model for your industry. For example, hourly or daily rates? Or fixed price?

For government:

- Open tender opportunities are advertised on government tender websites.
- Not all government opportunities are offered by way of open tender. Some opportunities are offered as limited tender this means they are not advertised on the tender website for that government. The best way to get access to these opportunities is for your business to be pre-qualified, be a member of the relevant panel and to have relationships with the business owner.
- Think about getting on panels / standing offer arrangements.
- Be front and centre of the government client's mind.
- If long term contract are already in place look to join supply chain of existing contracts. Sub contracting opportunities – go to head contractor.