

COMMERCIAL STRATEGY: DESIGNING THE BUSINESS FOR SUCCESS



KEY STEPS TO SELECTING AND BIDDING SUCCESSFULLY

	Research	Plan	Write	Review & Submit
Consider	<p>What do you know about the contracting organisation?</p> <p>What are the relationships like?</p> <p>Are they a strategic fit for the business?</p> <p>What is the budget?</p>	<p>What resources are needed to support the process from one person to a team?</p> <p>Is there a plan and a realistic timeline to complete all activities needed for a bid?</p>	<p>Do you have technical skills & knowledge to write a competitive bid?</p> <p>Can you satisfy all criteria to a competitive level?</p> <p>What dependencies do you have on people?</p>	<p>Have all bid criteria been answered appropriately?</p> <p>Is the bid tailored, insightful and focused on the contracting organisation's needs?</p> <p>Have all final edits & changes been processed?</p>
Do	<p>Seriously consider the cost of bidding and opportunity costs.</p> <p>Ensure the customer is a good fit for the business.</p> <p>Ensure you know the main competition.</p> <p>Have a clear commercial reason for bidding.</p> <p>Do not submit a cold bid unless there is a solid strategy behind doing so.</p>	<p>Identify resource(s) needed to run process</p> <p>Identify key tasks and determine realistic timeline appropriate to the purchasing decision</p> <p>Forensically review the bid requirements</p> <p>Capture key details relating to the process in a fit for purpose plan</p> <p>Do a final go / no-go review before bid development starts</p>	<p>Ensure that standard templated content is assembled early in the required format.</p> <p>Agree and submit any questions by the deadline for questions.</p> <p>Get all specialist insight & content from experts as early as possible.</p> <p>Maintain a checklist and tick all required items off as they are completed.</p>	<p>Ensure that all the key resources involved in a bid sign-off read the final document and provide feedback on it.</p> <p>Substantive changes should focus on aspects that will enhance the presentation of your capabilities as they relate to meeting the customer's needs only. It is not advertising space.</p> <p>Process edits and make sure the bid gets in on time in the fashion / format prescribed by the rules.</p>
Get	<p>Clearly thought through reasons for bidding / no bidding.</p>	<p>Ability to meet all criteria determined.</p> <p>Clear reason to walk away identified OR a detailed plan to submit a bid now in place.</p>	<p>Content completed on time in right format.</p> <p>Clarifications submitted and answers received.</p> <p>Specialist content developed.</p>	<p>Compelling, tailored professional bid.</p> <p>Competitive chance in the contest.</p>

KEY STEPS TO TENDERING EXPENDITURE SUCCESSFULLY WITH SUPPLIERS

	Design	Plan	Source	Review	Award
Consider	<p>What is the desired outcome?</p> <p>Does the purchase support strategic goals?</p> <p>What are the risks of getting the decision wrong?</p> <p>What is the budget?</p>	<p>What resources are needed to support the process (from one person to a team)?</p> <p>Is there a plan and a realistic timeline to complete all activities needed based on value of the purchase?</p>	<p>Are you best placed to judge who can deliver the best result for the business?</p> <p>What suppliers (including conventional options) might be able to meet requirements?</p>	<p>What objective scoring criteria are needed?</p> <p>Is a negotiation phase with one or more suppliers needed?</p> <p>Are supplier presentations needed?</p>	<p>What are the contractual & negotiation requirements to close the deal?</p> <p>What contractual terms & risks must be addressed?</p>
Do	<p>Determine the value / cost of making the decision and set aside time to make right decision.</p> <p>Agree a level of administrative rigour and discipline that is appropriate for the budget.</p> <p>Map out the process to be used from a call around to formal process with tenders & presentations.</p>	<p>Identify resource(s) needed to run process.</p> <p>Identify key tasks and determine realistic timeline appropriate to the purchasing decision.</p> <p>Capture key details relating to the process in a fit for purpose plan.</p> <p>Kick-off the tendering process.</p>	<p>Identify suppliers capable of providing goods / services being sought.</p> <p>Confirm interest in participating in a tender.</p> <p>Develop fit for purpose tender documentation including business requirements and/or a problem description.</p> <p>Issue documents to participating companies & answer questions as needed.</p>	<p>Ensure there is a standard scoring mechanism for bids (price only, price + other criteria etc.).</p> <p>Circulate responses to team for review or delegate review and arrange presentation on review outcomes by nominated team member.</p> <p>Arrange presentations from shortlisted suppliers if needed.</p>	<p>Inform supplier(s) of outcome and where relevant any next steps.</p> <p>If a contract is required to cover deal, draw it up on tenderer's terms where possible.</p> <p>Agree dispute mechanisms, delivery timelines, contract duration and any final pricing and quality considerations.</p> <p>Conclude process by informing unsuccessful participants.</p>
Get	<p>Clarity on your reason for buying.</p> <p>Alignment of decision to business strategy.</p> <p>Process to deliver successful outcome.</p>	<p>Appropriate level of resourcing.</p> <p>Clear plan to achieve tender objectives.</p>	<p>Potential participants in process (including contingency options).</p> <p>Problem / requirements description & tender documentation issued.</p>	<p>Clear scoring system that supports selection of best bid(s).</p> <p>A report leading to a decision on best supplier(s).</p> <p>Select supplier(s).</p>	<p>Agreed contract / deal with agreed terms and strong risk management mechanisms to govern delivery and supplier relationship.</p>