



# Life's A Pitch Tender Tips

**Peter Brennan**  
**Bid Management Services,**  
**Public Procurement Briefing**  
**Wednesday 25<sup>th</sup> May 2011**

# The Market

- €16 bn in Ireland and €220 bn in the UK/NI
- But volume falling as recession bites
- Fewer tenders and more suppliers tendering
- Price aka 'value for money' the key
- More private sector tenders
- But many new opportunities; outsourcing
- Make sure buyers know your products/services

# Tenders Fail Because

- Documentation incomplete
- Failure to address RFT requirement fundamentals
- Suppliers offer their products/services and not what buyers want
- Requirements not addressed in comprehensive manner
- Price proposals not presented as per the RFT
- Sloppy writing and presentation
- Suppliers do not communicate they have relevant experience, expertise and proven capacity to deliver

# Basic Advice

- Don't bid unless you have a 50/50 chance
- Ruthless use of Bid/No Bid methodology
- Must have fundamental understanding of client's requirements
- Do not use generic material; tailor the bid
- Systematically address evaluation criteria
- If you cannot price the bid and associated risks then do not bid

# Improve Your Chances

- Prepare a comprehensive bid library based on a successful bid; one-off investment
- Target and research upcoming tenders; influence the specification if at all possible
- Calculate the opportunity cost of preparing a bid
- Price strategically e.g. low cost to secure business
- Form a JV or seek to join one
- Invest in professional presentation

# JVs

- Great way to stay in the game
- Sell your business as a sub-contractor
- Basic rule: company with largest fee/share leads
- Teaming Agreement needed
- Do due diligence
- Also approach successful suppliers if they win
- JVs increase risk

# Leveraging Wins

- Reference sites essential
- Look outside Ireland/NI once you have track record
- Get client testimony and use it
- Award winning projects a powerful demonstration of your achievements
- When you win find out other potential buyers who could use your goods/services

# The Maths Exam

- Everything you write attracts (and loses) marks
- Most bids score an average mark (B-/60%)
- The A- or B+ bid wins however
- Important to clarify if sub-criteria will be used
- Deploy effort proportionately to sections attracting highest marks
- Two/three points often separate shortlist
- How can you score 'Five More Points?'

# Market Intelligence

- De-briefing critical to understand how you get to a B+ bid: share the feedback
- Contract Award Notices also helpful: check your sector's CAN in the UK for benchmarks
- PINs give opportunity to meet with buyers
- Carry out comprehensive research about client's strategy and how this opportunity 'fits'
- Use benchmarking data where available

# The Executive Summary

- Rarely used
- Gives evaluation team a 'heads up' before they read the detail
- Set out your proposed solutions
- Communicate your USPs
- Make sure it is written in correct style

# Anticipate Trends

- PQQ/RFT templates and contract terms and conditions
- More Framework Agreements
- Unilateral reduction in value of contracts awarded
- Green procurement
- More competition from overseas
- More training to improve quality of public procurement

# Finally

- Tendering should be seen as a core business function and resourced accordingly
- A- is your ambition: get five more points
- Investigate UK market
- Lead a JV or sub-contract
- Invest in a bid library
- Leverage your successes

# Q&A

## CONTACT DETAILS

Peter Brennan

Bid Management Services

[peter@bidmanagement.ie](mailto:peter@bidmanagement.ie)

087 2412001