

Tender Winning Strategies to Win More Work

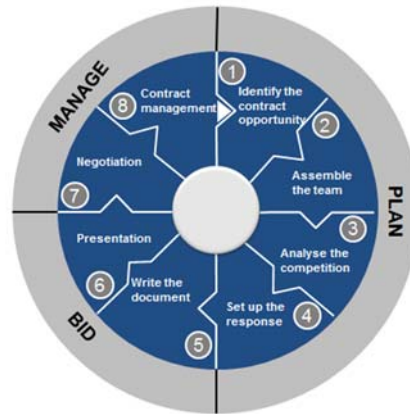
Tendering is a skill and process which should be developed in every organisation. Public and private tender opportunities emerge every week to win new business so investing time and resources developing this skill will pay dividends overtime. Whether you are creating or responding to Pre-Qualification Questionnaires (PQQs), Invitation To Tender/Bid (ITT/ITB), RFx etc.), the advice below will improve your Tender outcomes.

This overview initially sets the context by providing 5 High-Level Steps to Tendering Success, before elaborating further with a dozen Tendering Tips for each tender submission;

Steps to Tendering Success

There are 5 key steps to improving Tendering capabilities and success rates but unfortunately most companies primarily focus on Step 4, the Tender Submission;

1. **Prepare Tender Library** – An easy-to-use robust Tender Library will maximise the Return on Investment from your Tender Activity, while presenting an effective and consistent company message across all tenders.
2. **Target Opportunities** – If you are waiting for the Tender to arrive in your Inbox, you are possibly too late. Effective market research will unearth potential customers, decisions makers, business needs and contract renewal dates, so schedule sales meetings prior to the Tender to convince them of your capability and value proposition. Consider Tender analytics from the likes of TenderScout.com
3. **Qualify Opportunities** – Create Go/No Go Bid Criteria for your company to use as a decision support tool to tender, or not. Rigorously quality each Tender opportunity to focus solely on winnable opportunities. Tendering is expensive to save time/money by learning to say ‘No’.
4. **Tender Submission** – Develop the core skills to produce best-in-class tender submissions, with a detailed Tender plan, win strategy, writing and reviewing task-list and submission check-list.
5. **Post-Mortem** – Tendering is a skill. Improve your strengths and learn from your mistakes overtime to continuously improve this skill and Return on Investment. Ensure to solicit, analyse and act upon all feedback (with further details below).



6. Hire a professional team

One word of guidance is to hire a professional team. Don't go it alone. The right team will save you time, money and lots of stress.

Kingsmead Consultants are an RICS Regulated quantity surveying consultancy run by chartered, professional quantity surveyors.

Why not let our team at Kingsmead Consultants take on the stress for you and help you with your construction tendering.

Contact us today to see what we can do for you!

Tel: 01270 323 515

Email: info@kingsmeadconsultants.co.uk

Address: 7-9 Macon Way, Crewe, Cheshire, CW1 6EA