

Tender Tip

Four Key Factors To Winning

Winning tenders involves more than just wrapping up a price in a nice cover. By approaching tendering in a strategic way you will dramatically increase your chances of success.

Firstly, ask yourself, **do you have a good chance of winning?** Look at the number of bidders, the strength of these competitors, and the strength of your competitive position/offer. If you decide to proceed based on this assessment you will need to put together a submission that reflects these assessed outcomes.

So what does it really take to win? **Positioning** your company with your client before a tender is even issued is a great start. Successful tenders are then a combination of **compliance** with the client requirements, **persuasion** to demonstrate the benefits of why your company is the best fit for them, and a competitive **price**.

Key Factor	What to do...	Why it matters...
Positioning	Understand the client, the opportunity and the market, and close any assessed strategic competitive gaps before the tender is issued.	<ul style="list-style-type: none"> + Investing time and resources in targeted opportunities is more effective than submitting a response for every opportunity and will increase your success rate. + Having a defined bid/no-bid process means you can clearly validate your targeting and properly qualify any ad-hoc opportunities you may want to progress. + Improving your relationship with, and knowledge of, the client is much easier before a tender is issued and typically results in more success.
Compliance	Tick all the boxes and provide all the requested information. This makes sure you don't lose on any technicalities.	<ul style="list-style-type: none"> + Remove the risk of your tender getting set aside because you didn't answer all of the questions. Compliance may not in itself help you win, but it can keep you in the race. + Writing a compliant bid that answers all questions in a clear, concise and relevant way makes it easy for clients to evaluate.
Persuasion	Provide a compelling story as to why you should be selected over your competitors.	<ul style="list-style-type: none"> + Don't just tell your client how good you are. Make your bid client focused. Evaluators are looking for suppliers who understand their requirements and can best meet their needs. + Persuasive bids with good differentiators (benefits that matter to your client) are completely different to "salesy" documents with lots of jargon, empty promises and unsubstantiated claims. + Bids are evaluated and awarded by people with views and emotions, no matter how objective the stated evaluation process may appear to be. Writing persuasively helps tap into these views and emotions.
Price	You must be in the ballpark. This makes sure your offer is considered value for money.	<ul style="list-style-type: none"> + Clients will look for competitive prices but they also need to be confident that the job will be done effectively with minimal risk. + Many buyers of non-commoditised goods and services are becoming more strategic and are looking for best value or return on investment over the effective life of a product or service. So the upfront price is likely only part of the equation.