

# Tender Tip

## How Not to Bid

Do your bids and proposal submissions usually involve late nights, **CRASHING DOCUMENTS**, **hair loss** and **intravenous coffee drips**? Do they resemble a Picasso painting with an eclectic array of fonts, messages and flow diagrams cut and pasted so many times from old tenders that you no longer know what they mean? **There is another way.**

The Wrong Way Tips to help you lose	The Right Way Tips to help you win
<p><b>Wait for RFTs to turn up</b></p> <ul style="list-style-type: none"> <li>+ Find out about RFTs once they have been issued, leaving you with no time to develop knowledge of the client or the project. This will ensure your competitors (especially an incumbent if there is one) have a better chance of winning than you.</li> </ul>	<p><b>Position yourself before the bid</b></p> <ul style="list-style-type: none"> <li>+ Wherever possible, establish relationships with your clients to position yourself before the RFT is issued. This will ensure you understand the client's needs, and have the right resources and company backing to put together a targeted persuasive bid.</li> </ul>
<p><b>Chase everything</b></p> <ul style="list-style-type: none"> <li>+ Waste resources going for every RFT you see in the hope that you might strike it lucky with one of them. While doing this ensure you produce sloppy bids, with errors and incomplete answers, to demonstrate to the client that you have no real interest in their contract.</li> </ul>	<p><b>Approach bidding strategically</b></p> <ul style="list-style-type: none"> <li>+ Gather as much information as possible to understand your client's issues and what they want from contractors/suppliers before the RFT is released.</li> <li>+ Only go for RFTs that align with your business strategy and that represent a good win prospect (be honest).</li> <li>+ Optimise resources by spending more time on fewer bids.</li> </ul>
<p><b>Procrastinate then panic</b></p> <ul style="list-style-type: none"> <li>+ When the tender arrives put it in a pile with all of your other work. Your other deadlines (like getting your footy tips in) are more important.</li> <li>+ Ensure the late night pizza place is on speed dial for last minute tender writing sessions.</li> <li>+ Cut and paste answers from previous bids without reading the information and include dozens of appendices so the client has to work hard to find the answers. They have plenty of time to wade through your documents!</li> </ul>	<p><b>Manage the process</b></p> <ul style="list-style-type: none"> <li>+ Tightly managing the bid process will ensure you have time for planning, writing and reviewing the bid.</li> <li>+ <b>Plan:</b> Organise a kick off meeting to agree bid resources, roles, timelines and deliverables. Identify win strategies and any difficult RFT questions or pricing issues.</li> <li>+ <b>Write:</b> Ensure content and presentation of your bid makes it clear and easy for the client to read (including following response instructions to a "T"). Answer questions with persuasive language targeted to meet the needs of the client. Tables and graphics assist this.</li> <li>+ <b>Review:</b> Take time to review your bid to ensure there are no mistakes or omissions.</li> <li>+ <b>Reuse:</b> Content that you develop for one tender can often be modified for reuse. Get in to the habit of logically saving content so it can be easy recalled next time.</li> </ul>