

Tender Tip – The 5 Step Process for Simple Bids

Let's face it, not every tender you deliver is to a multi-national company, for a mega project and requires a fulltime bid team to put together. But this doesn't mean that smaller or less complex tenders or bids are less important or somehow easier to win. Irrespective of tender size, the key is to invest tendering effort wisely to ensure maximum impact and probability of success.

For most proposals and grant submissions, and this includes responses to most standard government or commercial RFTs and RFPs, following the **5 step process** below makes the whole bid response task far less daunting. This process breaks the bid response project into manageable and meaningful chunks of work. Timings and milestones can also be set for each step to ensure you focus on important things, you are less stressed and your bid is submitted with time to spare.

Step	Task	What to do
1	Determine what you need (initial structure and response outline)	<ul style="list-style-type: none"> Prepare an initial document structure, outline and template based strictly on the Request for Tender (RFT) document. This includes taking the response part/s of the RFT and "top and tailing" it with a cover page and letter at the front and appendices at the back. Decide exactly what you need to provide and where the information will come from. If you need prices from vendors, commence this now. Commence graphic design artwork (eg. for a well presented front cover and internal tabs) if required.
2	Determine what you already have (competitor analysis and first draft)	<ul style="list-style-type: none"> Analyse your industry, your competitors and prepare what you believe is your competitive strategy for winning the tender. Populate the tender outline with this strategy where appropriate and include as much <u>relevant</u> information as you can from your previous bids, company profiles, presentations and other information that you identified from Step 1.
3	Fill the gaps (write the rest)	<ul style="list-style-type: none"> Identify any gaps in information from Steps 1 and 2 required to complete the response, and set targets for completing the information. Complete major writing for all responses. Finalise the price information.
4	Polish the response (persuade the reader to select you)	<ul style="list-style-type: none"> Use persuasive techniques to polish the response by ensuring all information is clear and well structured, language is simple, grammar is correct, graphics and tables (with action captions) are used where appropriate, and key messages are articulated well.
5	Proof, Print, Compile & Submit (final proof and compliance check)	<ul style="list-style-type: none"> Undertake a final proof read and compliance check to make sure all the right boxes have been ticked/completed, all questions have been answered, and all tender instructions have been followed. Sometimes a response checklist is provided with the RFT – use it. Print, compile and bind the required number of hard and/or soft copies. Submit the application well ahead of time to the right address.