

Contracts Advance Advisory (CAA) Bid Clinic



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Agenda



Introduction & Housekeeping

Slide

3



The importance of the following stages within the bid process:

4

4. Bid response production
5. The mid-bid review
6. Final review of bid before submission
7. Bid sign-off & continuous improvement



Summary and Final Questions

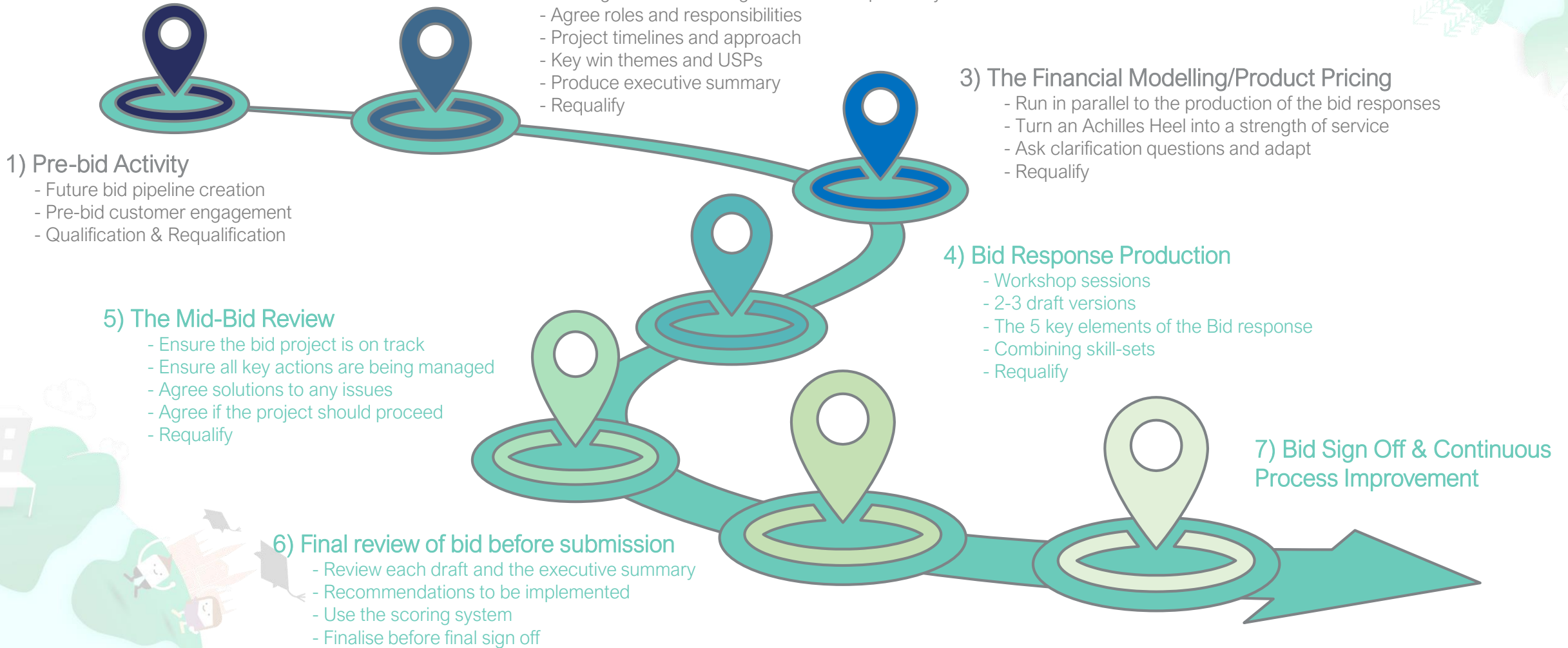
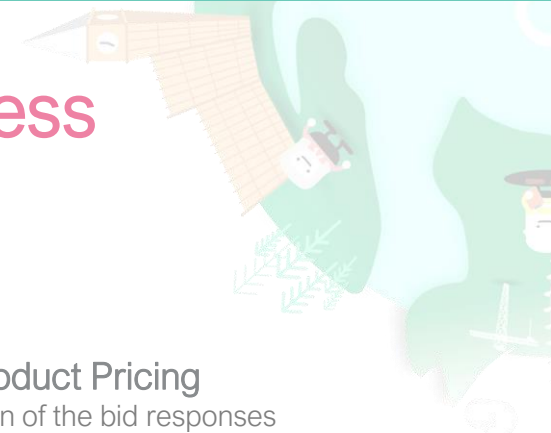
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Introduction & Housekeeping



The CAA 7-Stage Bid Project Management Process





Stage 4: Bid Response Production

CAA 5 Point Plan

<p>Acknowledge the question</p>	<p>It is important to have a strong introduction which sets the scene. This will help you structure the response and provide focus. You want to front-load your big selling points. Acknowledging you understand the question reduces default generic openings which may take a while to get to the point</p>
<p>Your organisation's experience</p>	<p>This helps build credibility to your selling points</p>
<p>Provide examples that relate to the specification</p>	<p>This will give the client some comfort that your organisation is skilled and experienced enough to deliver the service/provide the product</p>
<p>Offer evidence of your experience</p>	<p>With strong evidence this will give the client confidence that your organisation is skilled and experienced</p>
<p>Demonstration clearly how you will deliver client benefit and sustainable value add</p>	<p>Winning bids are those that provide a service which will implement positive change and leave a legacy. You want to stress the value you can provide will extend beyond the length of the contract and/or above expectation. When discussing your service, always note the client benefits, e.g. <i>Feature: The car is four-wheel drive</i> <i>Advantage: The car is four-wheel drive and is the fastest on the market</i> <i>Client benefit: The four-wheel drive gets you to where you need to be in the fastest time on the market.</i></p>

Weave in; win themes, differentiation, and Unique Selling Points (USPs)

Stage 5: Mid-bid Review

1

Ensure all key actions are being managed

3

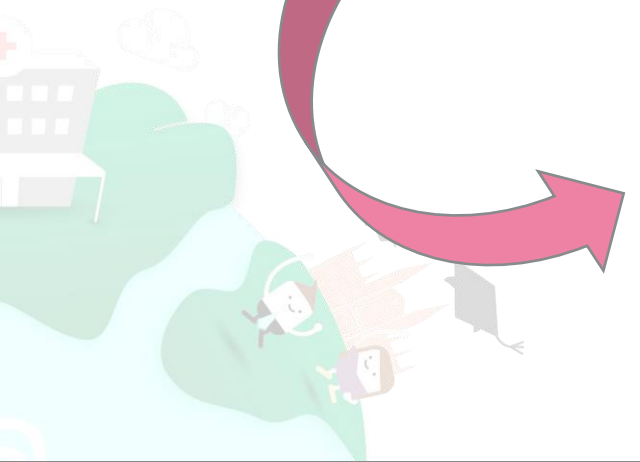
Agree solutions to any issues

2

Ensure the bid project is on track

4

Agree if the project should proceed... or not



Stage 6: Final review of bid before submission

Language	There are no typos and definitive/assertive/positive wording and phrases are used. Any new concepts or terms are defined clearly
Structure	Logical flow (mirroring the question), headings, bullets and tables are used to maximise the ease of reading
Feature, advantage, benefit	The responses 'complete the circle' and are on the whole client benefit driven
Examples and Supporting evidence	Any claims or aspirations are supported by statistical or grounded evidence
Unique Selling Point(s)	Most of the client benefits listed are derived from a unique service offering and therefore cannot be imitated
Differentiating	Responses are supplemented with additional elements/comments not explicitly asked for which demonstrate experience and competency
Omissions	The solutions directly respond to the question, tackling the root, rather than providing a surface level response



Stage 7: Bid sign-off & continuous improvement

1

Debrief & Scoring Review

- Reassess the opportunity and bid process
- Good and bad practice identified
- Improve process

2

Mobilisation

- Be involved in the operational team meeting post-submission to make the team aware of key dates and deliverables
- Mobilisation will ensure planning, performance, and maintain reputation, so as not to undermine the credibility of future bid submissions

3

Strategy & Summary

- Feedback loops and strategy amend
- Review and update the strategy frequently



Summary & Final Questions

