



How to write a successful bid?

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Agenda



WHAT IS IN THE MENU TODAY?

- The challenges in bidding internationally
- Questions you should ask yourself before
- The importance of writing a good methodology
- Why collaboration is the key
- Further advise and tips



What are the challenges?



1. Geography and location of business
2. Language barriers
3. Competition from local or national bidders
4. Legal requirements (trade and non-trade tariffs)
5. Lack of experience of doing business abroad
6. Resources necessary to compete internationally
7. Risk related to project/contract **costs and currency**
8. Outside the EU ,different countries are operating very different procurement strategies; systems, procedures and governance in regard to how local and foreign bidders can access and compete for local contracts



1. Have you got **references** from previous clients?
2. Are you familiar with the **legal and regulatory system** in your target country?
3. Do you expect **Tender Award decision** to be made quickly?
4. Are you able to write a **Case Study**?
5. How good are you at writing a bid winning **Methodology** that will describe, in detail, how you will carry out the work?
6. Are you prepared to seek **feedback** when/if you are not selected?
7. Are you prepared to travel to your target market to raise your profile?
8. Are you prepared to lose before you win?

Victory comes only after many struggles and countless defeats

Case Studies are a good way to show how you have successfully delivered projects in the past. You should cover the following:

- Client's details.
- summary of the project.
- The project's size and value.
- What did your team do for the client? What were the responsibilities of each team member?
- Who was responsible for the project's success?
- How did you manage previous contract delivery problems? How did you overcome them?
- Did you deliver the project on time and to budget?
- A client testimonial to show how happy the client was




The most time intensive part of writing a tender is detailing the **tender's methodology**. **Communicate your knowledge** and know how to show the Buyer you are 'the best' in your field or industry.

- a. How will you carry out the work for the client?
- b. What manufacturing, service, or goods delivery processes will your team follow to deliver the project?
- c. Cross Refer to Case Studies to show you have done this before.
- d. Use a **Gantt Chart** to show project delivery timelines and stage gates. **Picture speaks thousand words**
- e. Specify out key communication milestones where you will interact with client. Public buyers want to have regular interaction



Working Together is Success within your team

1. DO NOT ask the most junior person to lead a bid/proposal.
2. Have a **group think session** with your team to discuss how to approach writing the bid. The project's delivery methodology should be the focal point of your discussion. 
3. Use **document sharing tools** to generate a holistic proposal.
4. Create a **bid library** to store all your previous bids and previous client testimonials to call upon during the bid writing stage. Include CV-s of staff members

➤ **TIP 1:** NEVER refer the evaluator to look at a website or an Annex for further information

➤ **TIP 2:** Assess where to put your bid writing effort.

As a general rule, put most of your effort into the part of the bid that carries the HIGHEST portion of the bid evaluation marks or weighting.

➤ **TIP 3:** Keep and maintain a LIST OF SOCIAL VALUES (green, sustainable values)

➤ **TIP 4:** Answer every bid question IN FULL, even if it means repeating information presented earlier in your bid.

➤ **TIP 5:** Ask a third party to review the contents of your draft bid prior to submission.

➤ **TIP 6:** Finally, remember your bid is telling a STORY to the bid evaluators, so make it a compelling proposition for the evaluators so that they will want to pick YOU as the BEST and FITTEST company for the job.



<https://projectgoose.eu/>



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**Are you ready to loose
before you win?**