



Winning Tenders and securing  
New Business

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# **WINNING NEW BUSINESS AND DEFINING THE SERVICE OFFER**



- **Who is my ideal client?**
- **Am I providing services that people want to buy?**
- **Will my products and services appeal to my ideal client?**
- **What do other successful businesses offer?**
- **Can I offer something new or innovative in my targeted market area?**

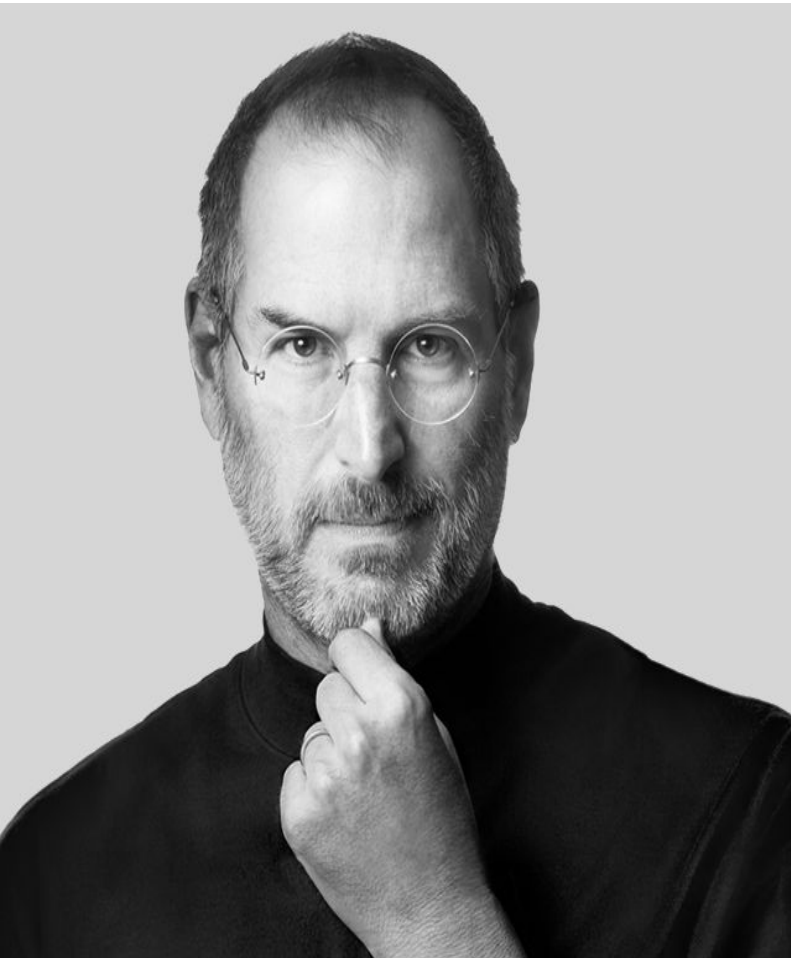
**The Start -Ask yourself the right questions**



- **Does your service help your ideal client overcome some critical need?**
- **Does your package include clear benefits that will make the decision to work with you really easy?**
- **Are they priced to fit within various budgets while maximising your revenue?**
- **Be creative with your offerings**
- **Offer services and packages that are easy to understand, value-packed and easy to buy.**

What is the scope of my offer?





*To me, marketing is about values.*

*This is a very complicated world, it's a very noisy world. And we're not going to get the chance to get people to remember much about us. No company is. So we have to be really clear on what we want them to know about us."*

*Steve Jobs – Apple Inc*

- **Do you have a core business message?**
- **Do people know exactly what you do and how you can benefit them?**
- **Have you defined the offer around your USP ?**
- **Does your promotional material reflect this?**
- **Decide on your direction and level of desired growth and stick to it !**

**Have you defined your messages?**



“If you cast your net too widely,  
all fish will swim through”



© Dinobot77/YouTube





What Drives  
Commercial Success  
in a Contract role?



- **What value do you provide your clients?**
- **Have you made the effort to create a real positive experience for them?**
- **Think about your business from the perspective of what the client**
- **Knowing exactly what your client requires will save you time and money**
- **Have you taken away their pain and stress?**
- **The experience you create is key to how you are perceived overall**

## Value



- The tradeoff between what you charge for a service and what your ideal client thinks it is worth is a careful balancing act.
- Clients pay you for what you know and how you apply what you know to solve their problems.
- How your ideal clients perceive the value of your services is a critical component of contract success
- Mould your services so that they appeal to your clients ethos and vision

Providing value for  
money

“Everything is worth what its  
purchaser will pay for it.”

*Publilius Syrus*

1. Clients want their suppliers to develop a deeper understanding of their business needs and personal motivations.
  2. Clients want their suppliers to be more proactive.
  3. Suppliers that collect and act on client feedback have stronger client relationships
- Trust = Good Relationship
  - Understanding
  - Responsiveness
  - Delivering on promises



**All customers are valuable**

- **Cherry pick for the right bid**
- **Bidding is expensive**
- **Do your research so you know when bids are likely to come out**
- **Some tenders are issued with a potential winner in mind**
- **Could just be asked to bid to create competition**
- **Try to find out the status of the relationship of the incumbent**

## Top Tips on Tendering



- Do we have the right proposition?
- Can we demonstrate true value?
- Do we have adequate proof and evidence?
- Is it the “correct business fit” for us?
- Who are our competitors?
- Do we have any previous relationship?
- What would be the impact on our costs?
- Can we deliver effectively?
- Will it impact on our current customers?

## To Bid or not to Bid

**TENDER NOTICES**

Sealed tenders are invited from registered and reputable firms for the following services during FY 2013-14.

1. Provision of Services of Courier Agency
2. Provision of Services of Air Travel Agency
3. Provision of Car Rental Services
4. Provision of Janitorial Services
5. Supply of Stationery and Miscellaneous Items
6. Invitation for Printing Press

Tender documents along with Terms & Conditions, Date and Time of Tenders Opening and Tender Evaluation Forms of each of the above mentioned Tender Notices can be downloaded from [www.apra.org.pk](http://www.apra.org.pk) and [www.ictrdf.org.pk](http://www.ictrdf.org.pk)

Quotations in sealed envelopes clearly mentioning on top name of tenders must reach the office at the address given below on the specified dates for each tender as mentioned in respective tender document which will be opened on the same day in the presence of bidders/authorized representatives at the same address.

**Manager Administration**  
 National ICT R&D Fund  
 6th Floor, HSE, Tower, Jinnah Avenue, Blue Area, Islamabad  
 Phone: 051-9215365-5 Ext: 104  
 Fax: 051-9215366



Ministry of Information Technology  
Government of Pakistan



National ICT  
R&D Fund

- EMOTION v. LOGIC



What drives  
purchasing  
decisions?

Emotion or  
Rationalism?

- **Because they feel connected through previous relationship**
- **Because they recognise your empathy with them**
- **Because they aspire to your product/service**
- **Because you have achieved corporate recognition**
- **Because there may be a positive personal reflection**

## Emotional Buying Motives





- Because you will increase something for them
- Because you will improve
- Because you will reduce
- Because you will save
- Because you will gain
- Because you have convinced them
  - **YOU HAVE EXCEEDED THEIR NEEDS AND OBJECTIVES**

## Rational Buying motives



### **UNCONSCIOUS BRANDING**

HOW NEUROSCIENCE CAN EMPOWER  
(AND INSPIRE) MARKETING

**DOUGLAS VAN PRAET**

“Satisfy the critical mind.”

If you want people to buy what you are selling, you have to give them the logical permission to buy”

- Perception of greater risk
- Expectation of unacceptable disruption
- Unwillingness to lose current relationships
- The offer of little or nothing new
- Perception of no added value
- No real demonstration of benefits
- Unconvinced by your solution
- Too generic as opposed to personal

## Non- Buying Motives



- **Normally attended by Sales/Development and Head of Operations or MD/Director**
- **Make sure you have read the document fully !!**
- **Questions should be intelligent and relevant**
- **Show enthusiasm and interest**
- **On the visits note down anything that you feel needs clarifying further**
- **If you think of a great innovation or way to improve the service**

**Importance of  
the Tender  
meetings and  
visits**



KEEP IT TO YOURSELF!!

- You have the right people in the team
- Have a great Executive Summary
- Meet or exceed all their requirements stated in the bid
- Their aspirations must be clearly visible in your bid
- The client must see themselves throughout the bid (or how they imagine they look)!
- Evidence that you know your proposed client's ethos
- Must understand the NAO of the customer.

Key Must do's in  
any bid



- **All aspects of the question have been covered**
- **You have recognised the importance of the question to them**
- **Clear benefits and outcome**
- **High quality evidence/proof**
- **The answer is personal to them not generic**

Contents of a winning answer



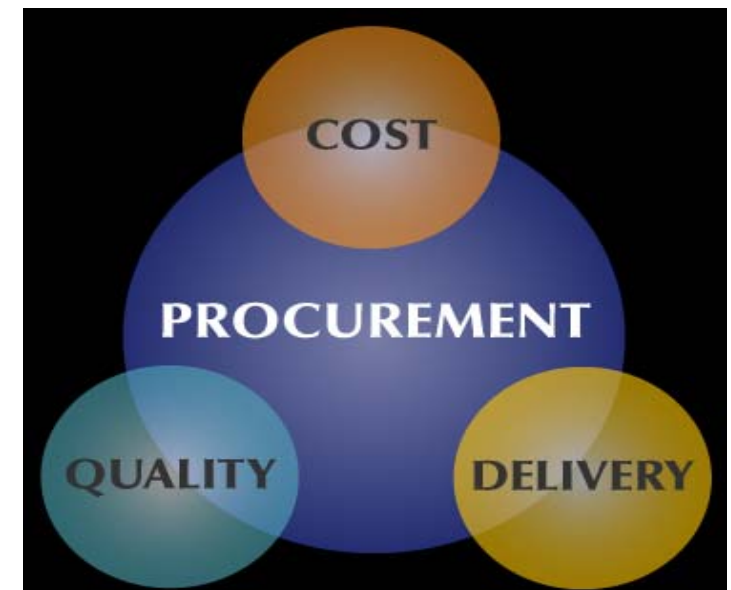
- **Financial Summaries must be accurate !!**
- **If there is a template – USE IT**
- **Can provide Financial options, but this should be cleared at the tender meeting**
- **You should always write Notes to Finance**
- **Make sure how you arrived at your figures is clear to a non-financial mind !**
- **This section normally carries one of the highest scoring weighting**





- How important is the proposal in selecting your supplier?
- What is your opinion of the quality of the bids you receive?
- What is one piece of advice you would give prospective bidders?

## Procurement Opinions



- **Answer –**
- **The proposal is the moment of truth which captures the essence of what a contractor will do for them.**

**Narrows down the field of suppliers**

- **Really varies!**
- **Prepare a proposal that exceeds the specification and gets under our skin**
- **But make sure it is deliverable at all levels!!**



- ✓ 5% Excellent
- ✓ 10% Very Good
- ✓ 15% Satisfactory/Mediocre
- ✓ Rest, just plain awful !!

## Last message

- Be unique and offer your services in way that make them attractive to your target clients
- Value the client and nurture both existing and new relationships
- Focus on what sets you apart from your competitors and bid to win !

