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CONSULTANCY

‘30 Useful Minutes about Winning Public Sector Tenders’
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Agenda

START

12.00pm

- The Programme - 12 Steps to Tendering Success

‘Taster Session’

- The Public Sector Market
- Best Websites to Source Tenders
- Procurement Rules
- Tips to Win - Private /Third Sector Skills
- Understanding Why & Crucial Documents
- Tender Writing Tips
- Developing a Quality Process
- Final Pointers

12.30pm

- Q&A

END

The 12 Practical Steps to Tendering Success

1. Understanding the Public Sector Process and Rules
2. What is the Public Sector Market and Spend
3. How to Source and Setup Tailored Public Sector Opportunities
4. Evaluation Criteria - How Public Sector Clients Mark Tenders
5. How to Make your Bid Stand Out and Get your Tender Noticed
6. How to Write a Perfect Pre-Qualification Document
7. 30 Golden rules when Tendering
8. Developing an Electronic Tender Toolkit
9. Tender Writing and Persuasive writing skills
10. Collaborative Tendering
11. Developing a Quality Tendering Process
12. Feedback Process (Win or Lose) - How to Obtain Useful feedback

The Public Sector Market Opportunity

Public Bodies Now:

21 Government Departments
1000+ Non Departmental Public
Bodies
10 Strategic Health Authorities
73 Foundation Trusts
74 Mental Health Trusts
152 Primary Care Trusts
173 Acute Trusts
2,000+ Local Authority
Purchasing Departments

300+ UK Universities
24,000+ State & Independent
Primary Schools
3,500+ Secondary Schools
42 Police Authorities
13 Ambulance Services
62 Fire Brigades
3,000+ Registered Social
Landlords

Understanding the Public Sector Market

Local Government Supply Base (England/Wales)

- Number of Local Authority suppliers 250,000
- There are only 6,000 large businesses in the UK, therefore vast majority of these suppliers are SMEs

Best Free Websites to Source Tenders - Sefton MBC!

- <http://www.ted.europa.eu> (Inter plus national plus regional)
- <http://www.publictenders.net> (UK - sector/market searches)
- <https://www.sell2wales.co.uk> (Welsh tenders!)
- <http://www.supply2.gov.uk> (region low value set up is free)
- <https://www.chest.nwce.gov.uk> (North West LA's)
- <http://www.scms.alito.co.uk> (Yorkshire & Humber LA's)
- <https://www.bluelight.gov.uk> (Police Authorities - UK)
- <https://www.supply2health.gov.uk> (NHS)
- <https://www.sid4health.nhs.co.uk> (NHS)
- <http://www.competefor.com> (Olympics - Prequalification)
- <http://www.nwda.co.uk>

Liverpool chamber!

Tips to Win - Private Sector

- Maintain/Build a 'sector' library of the basic information likely to be requested
- Determine if you can win - intelligence gathering (Collaboration)
- Check if weightings are listed - Pricing Evaluation
- Decision to bid
- Not using your people to differentiate your bid - CV's linked to projects/experience/Referees
- Kotler Pricing Strategies

Kotler v Tender (Only 1 winner)

- Penetration pricing
- Skimming pricing
- Competition pricing
- Product Line Pricing
- Bundle Pricing
- Psychological pricing
- Premium pricing
- Optional pricing

Tips to Win

- Failing to build a rapport with the client through challenging the bid - less than 15% make contact, help you understand bid - asking key questions that are circulated!
- Submission - presentation is poor, not indexed, no appendices list, marketing material, subconsciously losing marks, CV's/Case Studies not formatted or too many pages!
- Last Minute and lateness, no preparation, result in disqualification, no excuses accepted, recorded v hand delivery??, always, always get receipt!!

Tips to Win

- Added Value / Creativity & Innovation
- References introduce doubt or don't arrive, happy with service, bought recently, similar project/experience, use again (always inform referees/tender)
- Failure to show that you are not a good partner - commitment to making it work
- In-House Expertise (Training??)

Understand Why - Bidding Strategy

- Why do they want to start using this type of product/service now and intelligence gathering?
- Who did they use in the past and why?
- Has the incumbent supported in writing the brief/presentation?
- Why is this tender of particular importance to them, key client objectives and can you meet/deliver these objectives/contract.
- Do they want to change?
- Decision to bid

Crucial Elements of your Tender Document

- **Executive summary - vital - reference evaluation criteria**
- **Covering Letter - passionate about contract**
- **Appendices/Contents List**
- **Mobilisation Plan**
- **Kick off Meeting Agenda;**

Tender Writing: PATS & NATS

Persuasive Structure & Information Mapping



A4 page structure - Label, Chunk, List, Draw

- Visual Symmetry (information mapping)
- Label - Buzz Words
- Label is a list of verbs (i.e. doing)
- 75 words in a Chunk (forces you to condense)
- List - Bullet Points
- Draw - Picture / Flow Chart

Seven Deadly Sins in Tender Writing

1. Failure to Focus on Client's Business Problems
2. No Persuasive Structure
3. No Clear Differentiation and use of Sector Values
4. Failure to offer a compelling value proposition
5. Cluttering - multiple styles and formats
6. Difficult to read and understand - jargon, technical (NATS)
7. Credibility Killers - Inconsistent format, misspellings, grammar errors

Six Simple Ways to Achieve Clarity

1. Short Sentences
2. Short Words
3. Passive Voice (less than 10%)
4. Minimal Jargon & Acronyms
5. 15-17 Words per Sentence is a good length
6. Flesch Reading Ease (Readability index)

Develop a Quality Tendering Process

- research client
- decision to bid
- compliance with structure and instructions
- enclose all documents - structure an appendices list when reading the documents
- proof reading & page numbering
- presentation, cross reference indexation and content page referencing appendices - check
- ensuring specific answers to specific questions
- explain fully, - take nothing for granted - assessor may have no specialist experience!
- visual symmetry - include label, chunk, list & diagrams and tables
- sign and date all the relevant document(s) - could be more than 5 forms
- send the required number of copies and format
- secure the copies properly
- provide a contact for queries and always clarify questions, never assume!
- tick off your tender checklist
- Focus on client objectives - use NOSE
- **Feedback win or lose!**

Final Pointers - Practical 12 Step Guide

- Research - Decision to bid, key requirements
- Don't believe the PQQ/ITT is correct - ASK questions if in any doubt
- Clarity, NOSE, Label, List, Chunk & Draw
- Always show how and why your tender provides good Value for Money, Added Value & ROI
- Identify problems early and discuss
- Evidence, Evidence, Evidence - Client Focussed
- Define Pricing Strategy and Evaluation Criteria
- Feedback Win or Lose