

## Partners



- Are there any identified or existing partners in your bid?
- What, if any, will the legal relationship be with these partners?
- How do they support your central bid value proposition?
- Can you bid without their involvement?

/ What areas of risks are there here – are they managed?

## Core Bid Proposition



- How will you differentiate your bid?
- What is your basis for competitive advantage?
- How do you want the buyer to describe your bid?
- How does your bid add value to the buyer's operation?

/ What key value will your bid provide to the buyer?  
/ Describe your bid in 2-3 sentences?  
/ Place the buyer at the core of your bid.

## Buyer



- Who is the purchasing entity?
- Can you positively influence before submission?
- How do you think they define your organisation?

/ What value outcomes are they seeking from this tender process?  
/ Consider stated requirements vs. value outcomes.

## Operations



- If successful, how will bid this affect our current resources?
- Will you need new staff, retraining or collaboration?
- What impact will a successful bid have on your operation?
- Will you be bringing in new suppliers?

/ Is a clear approach to deliver here?  
/ Is this a feasible opportunity?

## Bid Detail



- Define the bid in your words.
- What is the submission deadline (time & date)?
- In which manner is the submission to be delivered?
- Are there specified submission guidelines e.g., font sizes, file formats, max word limits?

/ Is the bid process fully understood and shared?

## Strategic Nudge



- Is there a strategic impact to the business in this bid?
  - Does a successful bid develop further market opportunities?
- / How would a successful bid affect your long term direction?

## Award Criteria



- On what basis will the bid be assessed?
- Is there a preliminary pass/fail stage?
- Is a clear scoring matrix? Are there percentage weightings?
- What value is given to price?

/ How does this affect your bid design?

## Expenditure



- What are the costs to deliver your bid if successful?
- How much cost will be external?
- Have you secured quotations for supply of services/materials?
- Do you need to consider a contingency pot?

/ Are there any funding implications?  
/ Do you need approval, loans to proceed etc?

## Income



- What is the forecasted income for this bid?
- Is there any defined variance outlined?
- What levels of margin/profit will this bid deliver if successful?
- Will any fixed costs increase (rent, utilities)?

/ What % or your company revenue will result from it, or a % of a target?  
/ Is this a viable bid for your business?

## Action List



- How will you manage your bid production?
- What resource/support is needed?
- Detail each and every action area.
- Allocate the tasks to your bid team.

/ Is your bid team set up and ready?  
/ Do you need extra help?