

Bids that Win

Part five: Learning (... for the next bid)

The first four articles of this Bids that Win series looked at improving individual bids. However submitting good bids is never just good enough. Your bid submissions must continually improve, each one being better than the previous, each being better than the competition.

This article gives you five essential tips for continuous improvement of your bids:

1. Don't leave bids to chance.

Bidding is a core business activity. Have a sound and robust written bid process that covers all aspects of managing the bid, from first notice through to that final review. Identify and be clear on roles and responsibilities. Identify and plan review milestones. Learn from best practice and get your bidding and PQQ writing as efficient as possible.

2. Get buy in to improving the way you bid

Winning work must be seen as every ones role, not just the person writing the PQQ. Consider including winning work within employee job profiles and descriptions. Hold bid improvement brain storming sessions with site and office staff, suppliers and others.

Share bid documents and presentations with staff, either by email or making available to all on IT systems. Show and discuss interview presentations for example at staff events, and team meetings.

3. Evolving Evidence

Develop 'evolving blocks of text', keeping them on a directory, database or website and review between bids. Set topic review and update dates, eg for safety, quality, sustainability or diversity. Drag it off the system, send it to staff, partners, suppliers, independent advisors for comment and suggestions for improvement. Update.

4. Learn, Learn, Learn

Holding lessons learnt sessions at the end of every bid is essential. What went well, what didn't go so well. Why did we win, or loose. Get feedback from clients. Request a chat with the client for any feedback you are not sure of. Get feedback from contributors and suppliers.

Be sure to **feedforward** into your evolving blocks of text.

5. Communicate and Share

In social media we now have powerful communication and document sharing potential, often free and easily accessible with short learning curves – explore what social media can offer and embrace it. See <http://slidesha.re/pW3wG4> for ideas.



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Give us your feedback - getting ready challenge ...

How do you ensure that each bid is better than the last one you did?

Email: bidsthatwin@ais-interiors.org.uk

Happy and successful bidding

This article concludes our Bids that Win series. Martin will be attending Members Meetings during 2012, talking, presenting or running clinic session on his five areas for bid improvement. Watch for more news.

In the meanwhile, for further information on the topics covered, assistance with bids or for independent bid reviews you can contact Martin via martin.brown@fairsnape.net

Bids that win:

Part one: Getting Ready (*you do not win the bid at bid stage*)

Part two: Improving Content (*evidence, evidence, evidence*)

Part three: Getting it Right (*selected not de-selected*)

Part four: Presenting your Bid (*can you walk the talk*)

Part five: Learning (*for the next bid*)

Acknowledgement: **Bids that Win** articles have been written by Martin Brown who can be contacted on martin.brown@fairsnape.net and on twitter [@fairsnape](https://twitter.com/fairsnape) Martin supports many organisations on bidding, sustainability and social media. His [fairsnape](#) blog provides a commentary on the built environment that often includes news, comments and tips for bidding.



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