

Bids that Win

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

Your business plan or strategy should identify the sector and clients you wish to target, but the following should be considered good preparatory exercises for any bid, and certainly before the bid is announced or lands in the in-box.

1. Understand the industry and embed progress.

Being able to demonstrate that you are tuned into current and emerging best practice and legislation for example can be essential in moving a 'good' bid response to an 'excellent' bid response.

- Understand where your sector and the industry is heading
- Discuss at board level (or equivalent). Sustainability, diversity, localism and CSR for example should be seen as strategic issues not just bid or project issues
- Attend industry awareness and best practice events

2. Be visible and engage with clients

Letting the world know you are in the market sector is essential in getting on client's radar. This is not PR or Marketing in the traditional sense, which is a one way push, but a soft approach that pulls clients to your organisation through sharing your strengths, capabilities and accomplishments. Never as this been easier than through social media platforms, but sharing at Best Practice events and articles in newsletters or journals all helps.

- Understand and Engage with clients through creating a community around your product or services
- Engineer the opportunity for discussions and conversations with clients
- Embrace social media – think of it as letting everyone in the organisation play golf with potential clients

3. Review your approaches.

Having sound, robust and accredited policies, procedure and practices can often be a pass/fail issue at bid stage. Take time now to review their status:

- Should they / Can they be endorsed, accredited or recognised?
- Could they benefit from an independent or external review?
- Where do you get your learning and advice from, or have you copied it from elsewhere (even made it up?)

4. Start writing your story.

One of the essential aspects of winning responses is the ability to articulate and evidence your approaches, capability and successes. Start now.

- Make site diary's a key source of evidence and innovation



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- Convert the site diary to a site blog and share across the organisation
- Create a log of lessons learnt, both good and bad

5. Be prepared for when the bid is announced.

Do you have a robust process for bidding that operates effectively and overtime has been streamlined to reduce the cost of bidding?

- who decides to bid or not to bid and who will project manage the bid?
- who contributes ? how could suppliers, subcontractors or consultants contribute?
- who will review - internal or external?

Give us your feedback - getting ready challenge ...

How well grounded are you?

Where do you get your learning, best practice and innovative ideas from?

Email: bidsthatwin@ais-interiors.org.uk

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 have been written by Martin Brown who can be contacted on martin.brown@fairsnape.net and on twitter [@fairsnape](https://twitter.com/fairsnape) His [fairsnape isite](#) blog provides a commentary on the built environment that often includes news, comments and tips for bidding.



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