

## Bids that Win

### Part 2 - Improving the content of bids (evidence, evidence, evidence).

The first article in this Bids that Win series stressed the importance of knowing your industry sector, your client and the project to enable a focused and winning bid. This article focuses on improving the supporting evidence material you prepare for and include within your bids.

If we take a look at PQQ scoring systems, we see higher points are awarded for moving beyond just meeting requirements to exceeding requirements. Often it is evidence demonstrating ability, experience and innovation, embedded with the responses or as supporting appendices that gain higher marks, moving from a five or six out of 10 to a 10 out of 10.

Of course evidence must be appropriate to both the client and project. From intelligence gathering you should be very aware of what is relevant to the project and indeed what the client wants to know about and from potential contractors. There is little value in regurgitating out of date, same old responses, project sheets and case studies.

Take time now to review them and bring them up to date. Take a look at the evidence you have submitted previously and ask the 'so what' question.

- If you were reading for the first time what would really you think?
- Is it anecdotal, could it have been written by anyone or is it unique to you.
- Do you find it interesting or dull?
- Is it innovative?

Make the evidence you include real, make it come alive to tell your story, mention the who, the why, the how, and the where - as well as what you did. Talk about innovative approaches you used. Importantly mention what you have learnt and can now repeat as good practice on all of your projects, adding value to the client.

Make your project sheets themselves come alive by adding maps, links to innovate web pages, your company, the building or clients websites, online pictures, reports, blogs or articles on the building or project. View the project sheets as an interactive PR tool rather than simply a brochure.

Use online material wisely and effectively, demonstrating how innovative your organisation is. For example a project diary kept as a project blog can provide an effective time line and record of how you approached the project, worked with the client and others, brought innovation and solutions to the project. The use of QR codes to link printed sheets back to your website is powerful and demonstrates innovation.

Of course we need to collate the evidence during construction to enable its use in bids. Organisations are exploring the use of blogs and online diaries to capture evidence. Across the



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sector we must be taking millions of progress photos. These photos tell the real story of construction, fit out and refurbishments. Rather than leave them on hard drives or servers never be seen again, use them to create real time pictorial blogs that can be used as evidence and referenced to demonstrate your skills, management, innovations, collaborative working and problem solving.

Tips: Between bids, get an independent (internal or external) health check to review and update your evidence. Use feedback from previous submissions. Ask clients for opinion.

And above all ensure your evidence is the best it can be ready for the next winning submission.

### **Give us your feedback - getting ready challenge ...**

How could you improve your evidence to support your winning bids?

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### **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](mailto:martin.brown@fairsnape.net) and on twitter [@fairsnape](https://twitter.com/fairsnape) Martin supports many organisations on bidding, sustainability and social media. His [fairsnape](http://fairsnape.com) blog provides a commentary on the built environment that often includes news, comments and tips for bidding.



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