



# SalesLeap

## Top Tips For Tendering - making life a little easier

**FACT:** There are over 3000 contracts let in the UK every month by tendering.

Every business we meet has different challenges in winning business from the public sector procurement process, but there is one particular challenge comes up time and time again. Tendering.

The mere mention of the word seems to create an atmosphere of fear. Panic takes over; it becomes an expensive, time consuming and painful period that always seems to end in a last minute frenzy.

For over a decade we have worked with tenders of all sizes and if you follow a few simple rules then winning business through tenders becomes a whole lot easier.

To help we have compiled a list of tips to consider when tendering. You never know, you might find it's not so bad after all.



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Remember that you are only ever trying to get to the next stage of the process at any one time.

- Tendering is a sales process with a clear and defined structure and timeline where someone has taken the time to write the questions down and given you ample time to formulate your response
- Understand the rules of tendering and stick to them
- Don't assume anything. If you need clarity, ask but be sure to ask the right question at the right time
- Have a simple project plan that includes all of the key elements needed to ensure that you complete your submission
- Always leave time for the red read as only by doing this will you know if your submission makes sense
- Ensure that every member of the bid team understands their responsibilities and agrees to deliver in line with the plan
- Don't leave the difficult questions until last. By virtue of the fact they are difficult, they are probably the important ones and as such need to be well crafted
- Ensure that you understand why the question is being asked and that you and answer it accordingly
- Make your submission an easy to read document by ensuring that it is presented in a way that works with the established tender review process
- Put supporting documents and sales and marketing literature in the appropriate places
- Whether you win or loose, always use the allocated time in the process to get feedback and use it to shape your next submission

## A final few words from Tony Copeman



As with any sales pitch you can never expect to win the deal every time but as somebody once said "It's amazing that the more I practice, the luckier I seem to get". So, with that in mind, the best of luck, keep practicing and be sure to call us if you need support.