



LESSON #1

BE BRUTALLY SELECTIVE ABOUT WHICH BIDS YOU PURSUE

The key to winning tenders is to select the right tenders for your organisation to pursue. It is better to invest your time in winning one tender than in bidding for several.

Our 5-part, 25-question Go/No Go analysis can help you decide which bids you should target.

STEP 01

Develop a clear Go / No Go checklist

As a starting point, feel free to adapt our Go / No Go checklist below. Delete any questions that don't seem relevant to your situation, add additional questions if appropriate, decide what your 'pass' mark is and decide if any of the questions are 'deal breakers'.

STEP 02

Use the checklist to assess your opportunities

Assess each opportunity against your new criteria. If you have set your 'pass' mark and identified your 'deal breakers' correctly, you will weed out the long-shots and time wasters so you can focus on the opportunities that matter.

STEP 03

Revisit throughout the bid period

Things can change over the course of a pursuit, so it is a good discipline to revisit the Go / No Go decision at key milestones to confirm your decision. If things change, it might be appropriate to withdraw from a bid that you had previously decided was a 'Go'.

EXPERTISE & CLIENT RELATIONSHIP

- 1 Do you know – and respect – the client?
- 2 Does the client know – and respect – you?
- 3 Do you have impressive relevant experience?
- 4 Do you have credibility in this field?
- 5 Do you have anything genuinely different to offer?

STRATEGIC VALUE

- 6 Is this the right strategic direction for you?
- 7 Would winning this contract further your goals?
- 8 Is this client likely to be a strong partner in future?
- 9 Do the benefits outweigh the risks?
- 10 Do you have the capability to deliver this contract?

COMPETITIVE LANDSCAPE

- 11 Is there an incumbent?
- 12 Is the client happy with the incumbent's performance?
- 13 If the client is unhappy, do you know why?
- 14 Is the scope of requirements slanted toward a competitor?
- 15 If you win, will it unsettle or damage your competitors?

BID CERTAINTY

- 16 Is this project or acquisition properly funded?
- 17 Is the client serious about making a decision?
- 18 Are there benefits to the client in choosing us?
- 19 Are there political considerations to be aware of?
- 20 Will costs be reimbursed if the project doesn't proceed?

CORPORATE COMMITMENT

- 21 Do you have full corporate support and approval?
- 22 Do you have the depth of commitment to this tender? (resources, budget)
- 23 Is your organisation comfortable with the contractual requirements?
- 24 Is the project commercially viable?
- 25 Have you already formed the partnerships you need?

HOT TIP:
 You can also use the Go / No Go checklist to identify your weaknesses so you can focus on strengthening your offer.

