



## LESSON #2

# UNDERSTAND THE FORMULA FOR WINNING

Once you've decided to pursue a bid, it helps to know where to focus your efforts.

### IN OUR EXPERIENCE, EVERY WINNING TENDER HAS THESE 5 ELEMENTS:

- |          |   |  |   |
|----------|---|--|---|
| <b>1</b> | <b>TEAM</b><br>The right team, appropriately structured, with the right people to successfully deliver the work.  |  | <p>Of these 5 elements, <b>team, track record, relationship with the client</b> and <b>commitment to bid</b> are mandatory – they will get you in the race but will not get you over the line. For example, your track record may include having built more bridges than any other company in the world, but this won't be enough to win the tender to build another bridge.</p> <p>The 5<sup>th</sup> element, an <b>outstanding approach or solution</b>, is the key. You must be able to develop an outstanding approach or solution for <b>this project for this client</b>, and that is what will win you the tender. The other 4 elements give you the knowledge and expertise to develop the winning approach or solution.</p> <p>Importantly, you may notice that price is not considered an element. From our observations, price is part of the approach or solution element. For instance, it may be that the lowest price is the approach or solution you adopt. We generally caution against this strategy though and work with teams to develop a more sustainable and broader tender strategy.</p> |
| <b>2</b> | <b>TRACK RECORD</b><br>A demonstrated track record of delivering the kind of results the client wants to achieve.   |  |   |
| <b>3</b> | <b>RELATIONSHIP WITH CLIENT</b><br>Knowledge of the client, including their vision, objectives, priorities, concerns, challenges and risks. It also helps if the client has knowledge of you and your capabilities. |  |   |
| <b>4</b> | <b>COMMITMENT TO BID</b><br>A dedicated bid team willing to do the work necessary to develop a winning bid.   |  |   |
| <b>5</b> | <b>OUTSTANDING APPROACH/SOLUTION</b><br>An approach or solution that the client will value more than any other.   |  |   |

## ARTICULATING THE WINNING APPROACH/SOLUTION

If the stars align and the creative juice flows, teams can articulate a powerhouse win strategy in a matter of hours. If not, it might take several weeks. The key is how many of the elements you have and in what abundance.

The important thing is to be able to articulate a compelling, persuasive argument to the evaluation panel. The message needs to be short, sharp, exciting, assuring and meaningful. Phrases like 'certainty of delivery', 'safe pair of hands' and 'value for money' will not cut through.

