

# The Bid Lifecycle Challenge



## Capture Phase

### Customer Requirement Identified

Is there a defined customer need? Is it a real need or a perceived one?

### Opportunity Pipeline

Do you have sufficient information about the client and competition to call out the opportunity? If not, can you quickly gather it?

### Solution Development

Do you have a solution that can be delivered within the client's timescales and budget? Have you developed and tested this with the client to shape the RFP requirements?

### Value Proposition Development

Can you quantify how your solution will meet or exceed the client's requirements?

### Bid Marketing

Is your value proposition visually compelling? Does it address all decision makers' needs? Does it pass the five second 'Billboard' test?

## Bid & Pursuit Phase

### Win Strategy

Does your win strategy balance the needs of the client with internal pressures and the competition? Is it fully understood by everyone contributing to the bid?

### Qualification

Do you have enough information to objectively assess whether an opportunity represents good, profitable business? Can you provide a compliant solution? Can you deliver it? Can you win it?

### Bid Resource Allocation

Can you assemble a winning bid team within the timescales? Are all the supporting functions aligned to the bid requirements?

### Pre-proposal Planning

Can you draft an Executive Summary before the RFP arrives? Have you pre-empted questions about your solution and drafted answers?

### RFI Submission

Does your team understand the importance of the RFI phase in the procurement cycle? Is your response a capability statement or a focussed, high-scoring proposal detailing why you will win?

### RFP / ITT Submission

Do you manage the RFP / ITT submission as a distinct project in parallel with the bid campaign?

### Bid Presentation

Does your presentation clearly articulate your value proposition and win themes? Do you run a dress rehearsal? Do executive sponsors attend?

### Clarifications

Are you using clarification questions as a positioning tool and strategic sales enabler?

### Bid Negotiation

Have you modelled the risks and financial impact of any anticipated negotiation? Have you calculated your best and final offer?

### Award

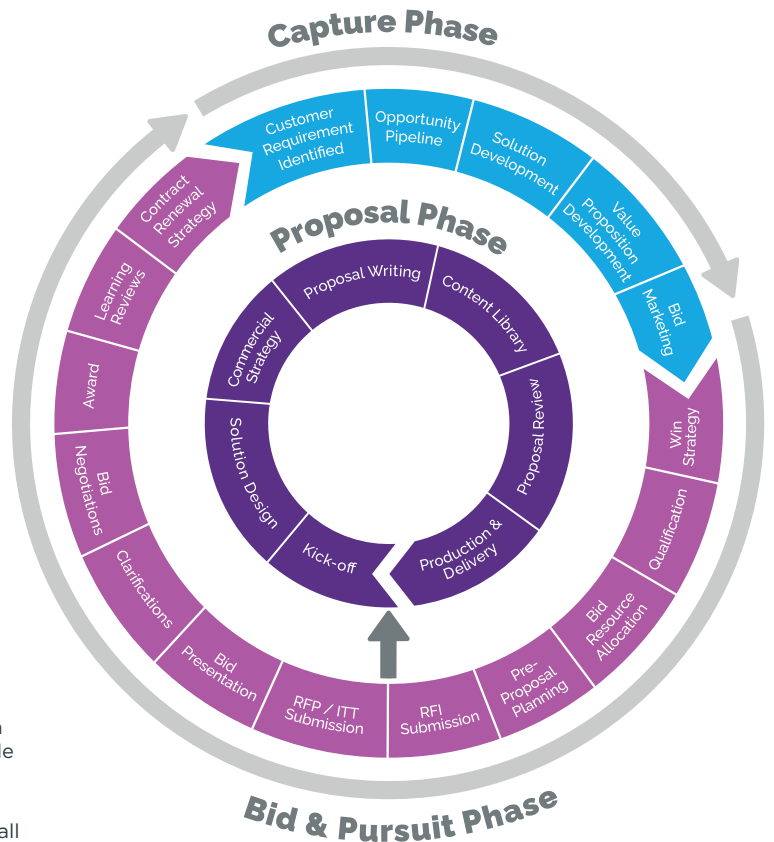
You won! Do you have a detailed bid handover plan? Do you formally recognise the team's achievement? Are you personally rewarded? If you lost, do you run for cover?

### Learning Reviews

"We won because of our relationship". "We lost because we were too expensive". Do your learning reviews get to the details underneath these generic responses?

### Contract Renewal Strategy

Your 'A Team' won the original bid but do you take the same approach with the re-bid? Is incumbent complacency fully understood?



## Proposal Phase

### Bid Kick-off

Do all key stakeholders and executive sponsors attend the kick-off meeting? Do they commit to both the win strategy and delivering their contributions in line with key deadlines?

### Solution Design

Are your subject matter experts skilled at producing proposal content that articulates complex detail in a way this it is easy to assimilate and score?

### Commercial Strategy

Is your client's view on 'price versus value' understood by key decision makers? Are you exploiting differences in financial models and assumptions?

### Proposal Writing

Can your proposal writers articulate the solution and value proposition in a way that engages the evaluator, creates empathy and scores maximum points? Do they have the skills to deconstruct questions, storyboard responses, and communicate in plain written English? Do you have a process for managing the risks associated with Generative AI content?

### Content Library

Do you have access to a library of professionally written proposal content that is both current and easily customisable?

### Proposal Review

Does your review team emulate the evaluation team? Are clear expectations set for reviewers? Do you have independent proof-readers? Do you tag content that can be reused in future bids?

### Production and Delivery

Does your production plan have contingency built in? Have you considered outsourcing? If delivering electronically, do you consider file size and the customer's upload limits?

Answered 'No' to a question? Our Bid Consulting Services will help you maximise your chances of winning.



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