# 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
If 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 seek feedback and use it to sharpen your next bid, or perhaps you plan to challenge the decision in court?

### 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?
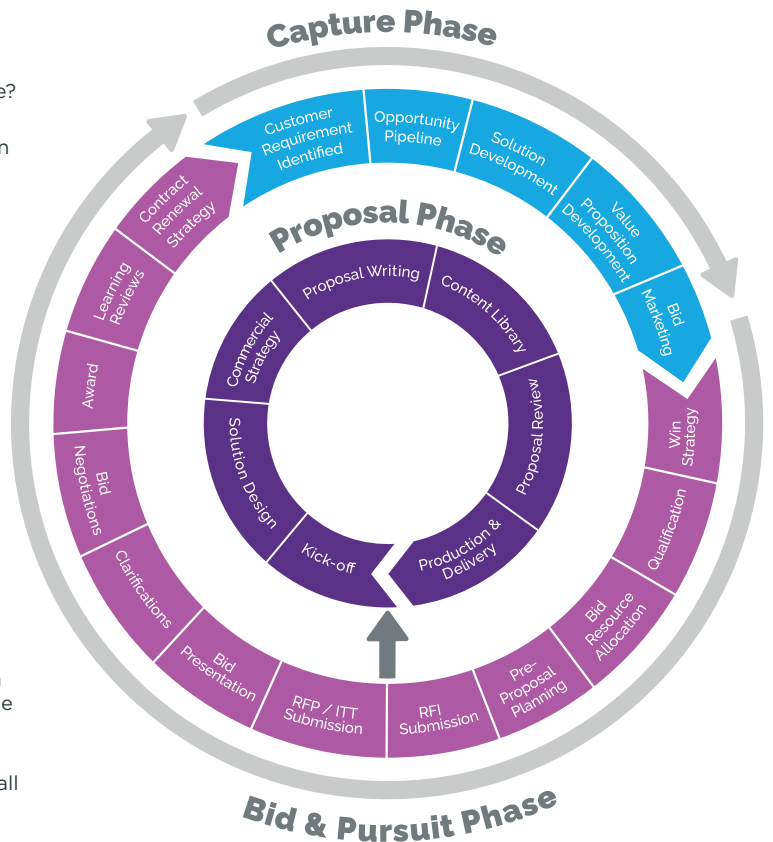


## Proposal Phase

### 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?

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

**Bid Solutions**
Connecting Winners