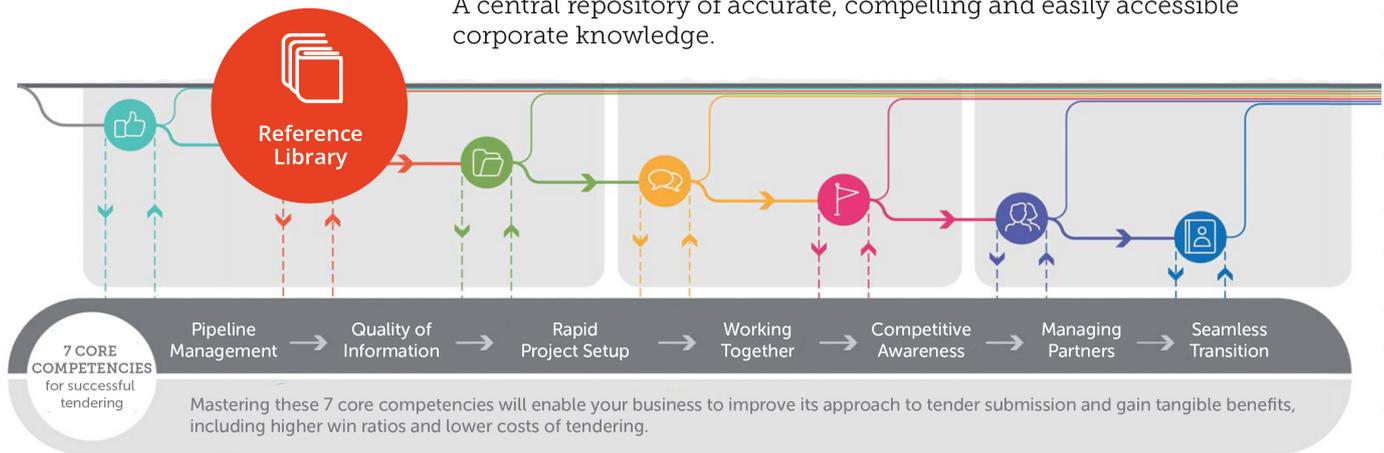




The need for accurate and compelling information within the tender process is obvious; it is vital if a bid is to be successful. But ensuring that information is as compelling, accurate and up to date as possible can be a time-consuming process for the pursuit team as it draws on expertise from across the enterprise. The second core competency essential for successful tendering is, therefore, the establishment of a central repository of accurate, compelling and easily accessible corporate knowledge.

CORE COMPETENCY 2: Quality of Information

A central repository of accurate, compelling and easily accessible corporate knowledge.



The Risks

A successful tender may require the input of tens, possibly hundreds, of people from across the enterprise. The pursuit team face a challenge to harness this information within the constraints of the tender deadline. The team rely on contributions from subject matter experts. This is a worthy approach, but does present its own set of risks.

Knowledge Resides in Individuals

Relying on the knowledge of individuals presents the risk of not being to access the right information when it is needed. If a subject matter expert is not available due to schedule, holiday or illness this can introduce delays to the already tight tender schedule.

Hard to Find

If knowledge is formally recorded, it is often recorded on local drives or within specific departmental applications with indexing that is bespoke to that particular subject matter expert or team. This can make it hard for the pursuit team to locate the information it requires.

Not Up to Date

Business information changes over time, sometimes dramatically. Without the right time and incentives, subject matter experts may not recognise the importance of continually updating the information used by the pursuit team.

Succession Planning

Both subject matter experts and members of the pursuit team hold valuable knowledge. Organisations face a challenge to retain that knowledge within the enterprise when an experienced team member leaves the business.

Quality of Information: Best Practice Goals

- Creation of a knowledge library as a centralised source of information.
- Easy-to-use tools to mine information catalogued in the reference library.
- Effective knowledge feedback loops.
- Aim for continuous improvement.

The Strategy

A comprehensive and easily accessible reference library should be created and well maintained so that the pursuit team have access to compelling, expert, up-to-date and accurate information.

Avoid Cut & Paste

Avoid a 'cut and paste' approach because this can compromise answer quality. Simplify the way information is located and accessed so the pursuit team gains vital time to tailor responses.

Make It Easy to Find

What seems like an obvious search term to one person might not be so obvious to another. Flexible search tools and comprehensive indexing can make knowledge more easily accessible. Product, country, subject matter, keywords, customer, competitors and opportunity are all search categories worth considering for inclusion.

Subject Matter Experts

Assigning particular topics or information to subject matter experts is a great way to ensure 'ownership'. Combining ownership with 'expiry dates' or 'refresh dates' for every library entry will help to ensure knowledge is kept accurate and up to date.

Reward Participation

Encourage contributions to and good management of the knowledge base by rewarding participation and contributions during the annual appraisal process.

Leverage Feedback

Updates should incorporate all feedback – both internal and from the customer – from submitted tenders to aid continuous improvement.

Quality of Information: Actionables

- Create a central knowledge database with clear and flexible search capabilities.
- Ensure CPV codes align with the business' strategic objectives.
- Assign an owner to every piece of information.
- Assign a refresh date to every piece of information.

Ready to find out more? Get in touch.



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