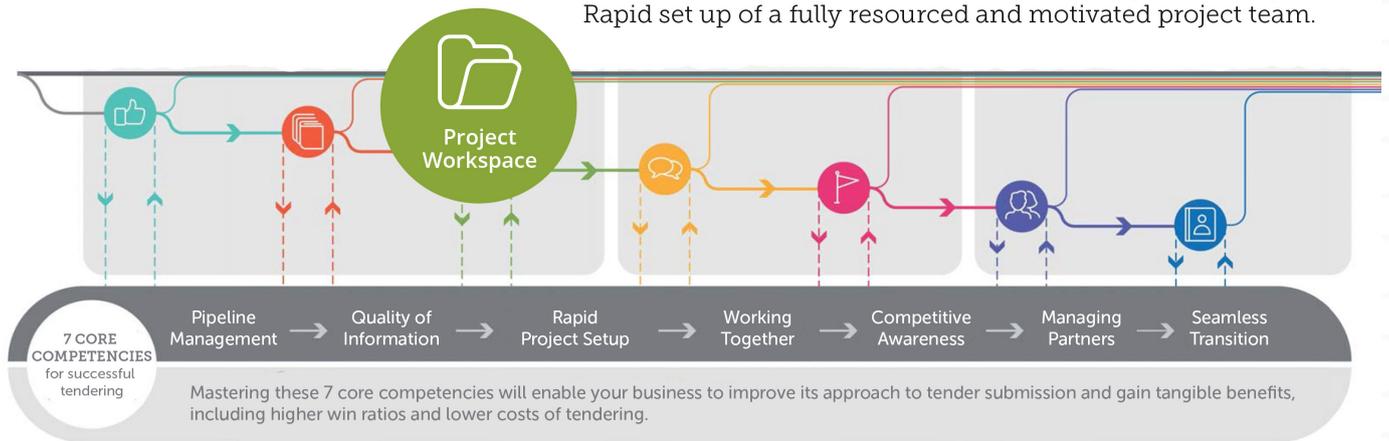




In all formal tenders the customer will clearly identify the timetable for responding. This window can typically be 6-8 weeks for the major part of a tender. With pressured timescales like these, being prepared and engaged can be a major source of competitive advantage. The third core competency essential for successful tendering is, therefore, the ability to rapidly set up a fully resourced and motivated project team.

CORE COMPETENCY 3: Rapid Project Setup

Rapid set up of a fully resourced and motivated project team.



The Risks

Coordinating the different resources required to submit a winning tender response can be a feat of organisation. Drawing on expertise from across the business is vital, but poor planning represents an obvious and major risk.

Under Pressure

Without clear processes in place, protracted decision making about the allocation of resources can eat into valuable response time. This places even greater time pressure on the final pursuit team.

A Growing Burden?

As the pursuit team scrambles to garner the support it requires – often at the last minute – the goodwill of the wider team will often see a response through. However, if this last-minute scramble is allowed to become the norm, resentment towards the pursuit team can soon build within the wider business.

Unavailability of Key Contributors

Vital contributions from subject matter experts might

be missed if procrastination combines with already busy schedules – or holidays.

Lack of Clarity

Without clear policies and credible allocation of time and resources, the motivation to submit a winning bid can waver – or never get off the ground. All team members need to know what is expected of them.

Diminishing Returns

If the critical business of winning tenders is allowed to become a burden and is perceived negatively within the enterprise, this can only lead to poorer quality responses and lower win ratios. The temptation then is to bid for more and the law of diminishing returns comes into play.

Rapid Project Setup: Best Practice Goals

- Effective and immediate delegation of tasks.
- Plans, workflows and meetings must be fully resourced.
- Don't allow the tendering process to become a burden.
- Provide the tools to ensure information sharing and engagement.
- Create methodologies for managing multiple bids effectively.

The Strategy

As we have noted, time can be a critical factor in submitting the best quality responses.

Act Quickly

It is vital to assign tasks, collate information, develop fully resourced plans and agree meeting schedules as soon as the customer documentation is received. This avoids delays and ensures vital contributions are not missed.

A Team Effort

A central system for holding resource skill profiles and diary availability for all project managers, subject matter experts, authors and approvers who could be involved in a tender submission is a great way to speed up resource allocation.

Make It Easy for People

Workflows, notifications and alerts make it easy for contributors to understand what is required of them.

Communicate Early

Communicate early with as much information as possible to foster the engagement of every contributor.

Managing Multiple Bids

More control isn't always the answer – be wary of adding another layer of bureaucracy. Effective communication and engagement are often the key to managing bids successfully, especially when the pursuit teams and subject matter experts are juggling multiple bids.

Rapid Project Setup: Actionables

- Act quickly to assign roles, and schedule time and resources.
- Leverage effective project management methodologies.
- Communicate early and widely with as much detail of requirements as possible.

Ready to find out more? Get in touch.



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