



## **Bid Strategy Coaching – Summary of Service**

1:1 coaching by phone for a senior manager or director to clarify and set up your bidding strategy and delivery. This is designed to help you:

- Get clear on your most effective bidding strategy so you can feel confident in how you're intending to use tendering to win new business over the coming weeks and months.
- Identify what resources you will invest to deliver that strategy.
- Create a plan and develop a list of agreed actions for you and the team so you know exactly what needs doing to make it happen.
- Create accountability for the process so you stay on track.

This includes:

1. Initial discovery call (60 minutes);
2. Review of up to 2 bids by our Bid Coach;
3. A 1-page summary of strengths and weaknesses from the reviewed bids
4. 75-minute coaching session;
5. 2 x 40 minute follow up sessions for accountability and post-coaching support.

Your Bid Coach will be Claire Meredith. Claire is an experienced 1:1 coach, Bid Manager and Trainer. She will provide a blended coaching/consulting approach which brings her knowledge and expertise from tendering as well as high level coaching skills.

1. **Initial Call** Claire will have an initial call with you in order to learn about how you are bidding and better understand your business.
2. **Bid Reviews** Next Claire will review up to 2 of your recent unsuccessful bids (if applicable).
3. **Feedback** After reviewing your submissions Claire will produce a 1-page summary of your strengths and weaknesses to support your approach moving forward.

From these initial stages, Claire will develop a bespoke coaching plan/framework, just for your business. Claire will then be available for 3 coaching sessions to support you in clearly defining your bidding strategy and next steps to implement the changes, providing suggestions and support over a period of 2-3 weeks.

4. **In Depth Coaching Session** The first coaching session will be an in-depth session designed to enable you to identify what's not working, get clear on your strategy and identify the actions you can take to maximise your efforts and use of resources. This will last 75 minutes.
5. **Follow up coaching sessions** 2 x 40 minutes to provide additional support, review progress so far and create clarity around any outstanding issues.

Our approach is based on the ontological coaching style which is based on the premise that you know best about your business and industry. We combine that with our experience of tendering (all of us have worked both 'in-house' as Bid Managers and as consultants) to benefit your own approach.

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