



Case study: Bid Coaching for tender readiness

Background

Our client, a cleaning company in the South West that specialises in education settings, had past experience of submitting tenders but had not secured a contract win through tendering. At the time they appointed us, they had contract renewals coming up with two key clients, for whom they were the incumbent. Naturally they wanted to hold onto these contracts and so sought our support in improving their win rate, by building a good bid management process and preparing themselves to bid more efficiently.

Challenges

The client had experience of tendering, but as the business had changed and evolved since their past bids, the MD wanted to know how to improve their responses and approach by putting some structures in place to ensure that they would be ready when the tenders came out. They also wanted to learn how to manage the process well, to maximise the tender timeframes and position themselves to win. One of the challenges of the bid management process for the company was the organisation of the bid library and resources.

Implementation

Tender Victory developed a bespoke coaching package to support the business in the specific challenges it faced. Through initial engagement our Coach understood that challenges included underdeveloped technical skills, time management, bidding confidence and file organisation. Our coaching support was scheduled to take place over a series of coaching sessions, with focus on the key areas that needed the most support and attention.

Underneath what looked like a straightforward action, agreed at the end of the first coaching call, our Coach identified a deeper issue, which related to technical management and organisation within the company. With that identified, and with some strengths and weaknesses highlighted, the company could start applying the approach which had been agreed during the coaching calls, and increase their confidence in the way they bid.

In between sessions we also provided additional support and encouragement for progress made.



Result

Tender Victory's Coach ensured that the client created focus and completed the key actions needed, to ensure that the client utilised the period before the tender was due to be published to maximum effect. This centred predominantly on improvements to bid related systems and structures, their design and set up. These improvements have put our client and his team in a position of readiness to tackle bids with confidence.

In the Director's words 'I would not have done any of this without the coaching support'.

Summary

Our client was keen to understand the whole bidding process and set themselves up for success by utilising the services Tender Victory provided as well as investing in support for their Director in ensuring progress was made.

They are currently awaiting the result from their latest submitted tender.