

## What Calyx offers you

**Consultancy** to establish what you need. We might analyse your documents, interview your clients, or conduct win/loss reviews for example.

**Live work** where we mentor our clients on a full or part-time basis, as they write a proposal or presentation. We help them to analyse their prospective client's requirements, and help them craft their responses, sometimes writing parts on their behalf. This enables our clients to learn on the job, and to win business which otherwise may not have been won.

**Proposal review service**, which can be done either on a live document or retrospectively, and helps clients to improve their proposals on a just-in-time basis. We can provide this service either in person or remotely.

**Training** – highly interactive workshops in bid strategy, competitive analysis techniques, ethical competitive positioning, creating value propositions and the writing of all kinds of business documents such as tenders, executive summaries, and consultancy reports.

**Coaching and mentoring** individuals or groups, using Neuro Linguistic Programming (NLP) techniques, to give them confidence and help them in tricky meetings or presentations.

## Where we work

Calyx works throughout Europe, and has delivered consultancy and training services from London to Moscow and from Helsinki to Madrid. Calyx has worked for organisations ranging from SMEs to blue chip multinationals in these sectors:

- Automotive
- Banking
- Charities
- Construction
- Consultancy
- Education
- Finance
- Health
- Insurance
- IT
- Marketing
- Oil
- Pharmaceuticals
- Public Sector
- Retail
- Transport



Calyx Communications Limited  
PO Box 423  
Farnham, Surrey GU9 8UU  
United Kingdom  
Tel: + 44 (0)1252 725950

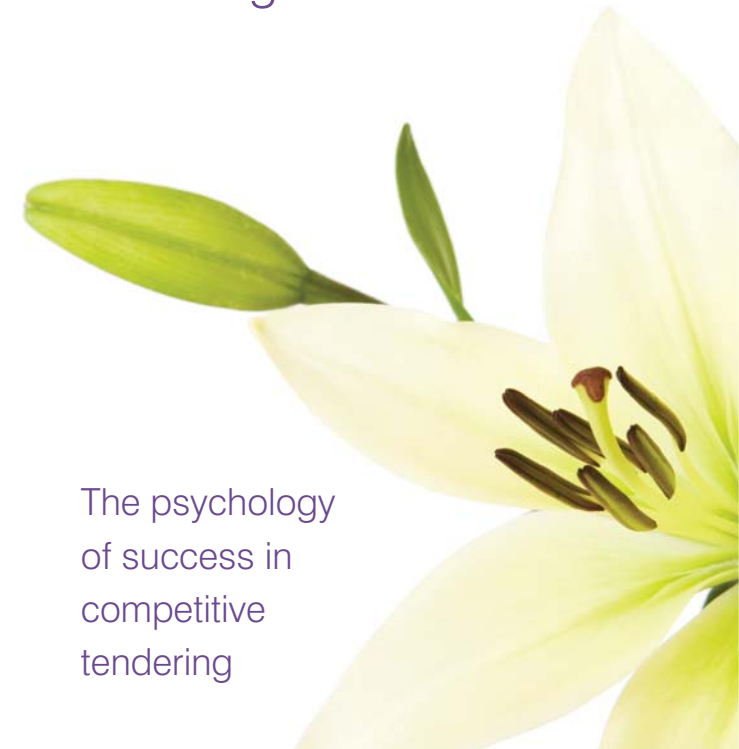
[www.calyxcomms.co.uk](http://www.calyxcomms.co.uk)



## Bidding with Confidence

### How to get started

The psychology  
of success in  
competitive  
tendering



## Do you really want to bid?

How do you decide to bid? Business history is littered with organizations which bid for contracts in which they were doomed to failure, either by not being selected, or by winning business that proved to be unprofitable.

So ask yourself these questions before you start, and answer honestly:

- Do we have a realistic chance of winning?
- Will this contract really bring us profitable business? How do we know?
- Do we have the skills, expertise and resources? Might we overstep our capability?
- How will winning affect our business? Will it need to grow? Move premises? Acquire more staff or suppliers? Do we have a strategy?
- What are our limits for: price, contractual flexibility, additional services or work? Remember, procurers want the very best deal they can get and many won't worry if the deal is bad for you. Set your limits and stick to them. Be prepared to walk away if things start looking as though they might be bad for you.
- What could winning cost us?

## Who are your competitors?

How do you shape up against your competitors? You may know what you can do and what your strengths are – but you won't evaluate your bid. Instead, look at yourself, your products or services, and the quality of your bid through the eyes of your prospective client.

Here are some of the questions they will be asking about you. What will their answers be?

- Do we know these people? What do we know about them? What is their reputation? What is our previous experience of them?
- What do they offer us that we won't get from anyone else?
- Does what they offer represent value for money? Will we be able to justify our decision to buy from them to our directors, or customers, or the press? How will we defend our decision?
- If this supplier is not the cheapest option, how will we justify the extra cost?
- Will buying from these people make us look good? How?

Then, if you can, identify your competitors and do the same exercise on them. Now, how do you shape up? Be honest.



## What needs to be done?

Responding to a pre-qualifying questionnaire or tender takes more time than most people imagine, even if you have a straightforward looking form to fill in. Many of our clients are astonished by the size and complexity of the task. So get organized before you receive documents from your prospective client. You need to identify:

- Who will answer which questions? Make sure everyone knows what they have to do – and establish firm deadlines.
- Who will manage version control, and how? If everyone works on different parts of the document, how will you maintain an accurate and up-to-date master copy ?
- How will your business run while you work on the tender? Will you need temporary help?
- What extra resources will you need? Printing, writing, editing, or graphics skills? Professional help with legal or contractual matters, or writing your financial case? Get this organized well ahead.
- How will you thank your staff and recognize their efforts afterwards?

