# Lecture 29

Tender Winning Tips



* Regularly check the tender advertisements in "Tender Service".
* If you are a consultant, supplier or contractor, apply for a registration to concerned department, related to your field ofbusiness.
* Develop a personal relationship with government buyers. The better the buyers know what goods or services you provide, the more likely you are to be invited to quote.
* Get a foot in the door by approaching buyers for lower value contract opportunities.
* Keep in regular contact with government buyers to confirm that they are still in that role. If not, find out whom you should approach.
* Build a competitive edge, such as a reputation for quality and service, or experience in local government sectors.
* Don't assume that you will be given business just because you are "local". You must market your business to the buyers, and be competitive, in order to win business.
* Register with more government departments for maximum tendering opportunity.
* Set up joint ventures and networks with other contractors in large tenders.
* Provide buyers with details of your business, such as backup, warranty, time in business, references.
* Don't be afraid to be innovative.
* Request a debriefing if your tender is unsuccessful. Find out why your tender was unsuccessful so that you can be more competitive in the future.

Tips on Registration of Firms

* Read the relevant guidelines before you start writing your application.
* Make sure you address all the issues and answer all the questions in your response.
* Make sure that you provide documentation that supports your application to be registered in the category you are requesting.
* Provide all relevant information so that a fully informed assessment can be made.
* Contact the relevant department if you have questions or require clarification.
* Make one person the contact point for your registration application.
* Provide a professional looking completed form.
* Purchase, read and make sure you understand any standing contract documents required.

Tips on Policy and Principle

* Make sure you understand the principles behind government purchasing processes, such as value for money, open and effective competition, so that when tendering for a project you can be sure that you understand how the purchasing decision will be made.
* Be familiar with the government's purchasing policies so that you can make sure you\* tender complies.
* Value for money does not necessarily mean the lowest price.
* Do not confuse creating opportunities for local businesses with giving preference to local suppliers. Purchasers cannot give you preference over foreign companies if the goods or services required are of technical specifications which cannot be manufactured in Pakistan.
* The method in which a tender is sought is usually determined by the value of the item or services to be purchased. This can provide a clue on the highest price that will be accepted.

Tips on Tender Response

When completing your tender:

* First, prepare a checklist to identify what you have to do.
* Read the 'Request for Tender' documents carefully and highlight the important issues and requirements.
* Evaluate if it is worthwhile for you to respond. Are you competitive? What are your chances of winning?
* Ask questions if you don't understand something or require clarification.
* Identify whether any performance guarantees, warrantees or other commercial provisions are required.
* Check the tender conditions. Do not assume that they are always the same.
* Find out if there are to be any pre-tender briefing sessions and make sure you attend. Not only do you receive valuable information, you also get known.
* Make sure you address all the issues and answer all the questions in your tender response.
* Tailor your response to each 'Request for Tender'. Do not submit standard Performa response for all tenders.
* Make sure your response addresses each of the tender specifications.
* Plan to finish your tender well before the closing date and deliver your response at least one day before.
* Finally, review your checklist to confirm that you have completed everything you needed to do.

Tips on Submitting Tenders

* Always submit a conforming tender. This is to make sure that you are not disqualified for not complying with the tender requirements. It also gives the client exactly what they want.
* If you cannot confirm to the tender requirements then present as near
* a conforming tender as possible. Explain in your proposal the reasons for your minor variations. Try to give your client advance warning that you may not be strictly conforming.
* Submit a basic proposal with a no frills approach and the lowest possible cost. This gives you a good chance of being included in further discussions with die client. In the simpler tenders it may result in you being awarded the contract.
* If you have more options to offer, upgrade your basic tender with value added goods or services. Make sure that these are priced and offered separately.

# Core Strategy

* Always put in a conforming tender
* Else- near conforming
* Submit basic proposal
* Upgrade with value added options
* Lowest price possible

Tips on Contract

* You will sometimes be required to sign a formal agreement. These are usually based on standard conditions of contract.
* Make sure you fully understand the terms and conditions of the contract before signing.
* Make sure you understand milestones and performance measures as set out in your contract as payment can be determined by meeting these deliverables.
* Check with the purchase officer to find out what the department's payment terms are. These can vary between each department.

Tips for Tender Manager

When setting up a team to prepare a tender, you should make sure that:

* There is a clear understanding of the duties of the people involved in the tender and the people involved in the implementation.
* The best people are selected for the team.
* There is full commitment from all team members for the tender and their roles and responsibilities.
* Participation by unofficial team members is discourages. There is a tendency especially in high profile tenders for persons who are best described as "hangers on" to get involved. If the team becomes too big and unwieldy there is an increased risk of confidentiality breaches and job duplication.
* The involvement of external participants is carefully identified. This includes the participation of consultants, contractors, or joint venture partners in the preparation of the tender proposal and the eventual implementation process.
* All the tender risks are addressed by the team. That is, the risks in both the tender process and in the implementation process.
* The smallest team possible is selected, particularly in joint ventures. Small teams are easier to manage and cost less.
* There is early agreement on who does what. Every member of the team must know their exact role and their responsibilities for the tender.

A disciplined approach is maintained at all times. This is very important for the successful outcome of the tendering process.

Tips on Salesmanship

When you get down to it, clinching that deal is all about salesmanship

in print. It's about addressing the needs your prospect client wants

fulfilled and proving how you fulfill those needs in the most result-

oriented way. Some of the suggested guidelines are:

* Always call to find out their needs, you will be surprised at how much information you can find out - information that will be priceless in the tender creation process.
* Follow the proven salesmanship formula, include specifies about the mechanics behind you processes. Prove your claims by including results, case studies, testimonials, guarantees, awards etc.
* Send a pre-proposal letter, you see, an important factor in your success is your ability to establish a relationship with your prospective clients. That relationship begins from the first telephone call.
* Research, and more research to find out absolutely everything you can about die requirements of concerned department.
* Use tables and graphs to represents figures, rather than "text" format. Include a comparison of your results with other company's results.
* List your most impressive customers. Listing your customers gives prospects an understanding of your ability to cope with a business of their type, size or reputation.
* List the result you've achieved. If you have great claims to fame, list them.
* Include a guarantee. People, by nature, are worried about strangers, especially in the tendering process. They fear being ripped off. Guarantees reduce this fear. Guarantees reduce this fear.
* Never give in. Just because you didn't win a tender, doesn't mean the department will not do business with you in the future, keep in touch with them via telephone calls. Newsletters, follow up how are things going. This shows you care.

Tips on Presentation

Government departments may require tender presentations for a

number of reasons:

* It is considered apart of the evaluation process. It can help determine outcomes or confirm the evaluation teams final choices.
* They allow both parties, the client and the tenderer, to be introduced to each other and to meet.
* The tenderer has the opportunity to highlight and emphasize key features and aspects of their submission.
* New technologies, processes or systems can be demonstrated. This is difficult or impossible in the written submission.
* The client can assess the quality of your team. You also should present and emphasis the expertise of your team.
* The client has the opportunity to ask the tenderer clarifying questions on various aspects of their tender.