# Lecture 30

Role of Tender Manager



* Decide whether to tender or not.
* Duplicate the required number of copies.
* Produce a tender timescale diary.
* Safely store two copies for the tender response.
* Read the tender document and send off for any relevant reference documents stated in the document.
* Log the date of request for this documentation and ensure its speedy receipt.
* Decide what team of experts is required to complete the tender.
* Circulate reference documentation on receipt.
* Call an initial meeting of the tender team.

# Formation of Tender Team

This may include input from your design, production, finance, legal, commercial and sales personnel. It is important to include any sales personnel who have knowledge of the client; they are likely to appreciate from their past contact, any requirements the client feels are important. These may ndt be obvious from, or even stated in, the tender document, but when addressed in your tender are likely to be positively considered. This sets your bid above those of your competitors.

# First Tender Team Meeting

The initial meeting agenda:

* Read through the tender documents.
* Reconsider decision to tender.
* Assign different aspects of the tender to appropriate personnel present.
* Denote clearly on each copy who is responsible for each item.
* Having referred to the tender timescale diary, fix a date for a second team meeting by which time all assigned work is to be completed.
* Should you decide to decline to tender, notify the issuing authority immediately. Give clear reasons for your decision and express a wish to be considered for future contracts. If, as a result of your team's initial meeting, clarification is required, detail your questions for presentation at the pre-tender meeting or send the questions to the issuing authority for clarification; always send by fax and/or recorded delivery. Denote the date of your request in your tender timescale and if there is no response within a few days contact the client personnel.

# Second Tender Team Meeting

Your tender team:

* Presents and discusses the various elements of the tender they were allocated.
* Considers the answers received from the client authority to questions raised.
* Raises further questions.
* Agrees the tender response.

Once the tender response has been agreed and all questions answered, the tender manager is charged with putting the various elements of the tender together. Some of the suggested guidelines for submitting the tender are given below which should be considered by the tender manager before submitting the tender.

# Submitting the Tender

* When you are invited to tender you move to a different phase, one where an understanding of the process will greatly assist your potential for success.
* The initial tender announcement often seems to be overtly challenging and the information requested may seem difficult to satisfy. If you study a few notices you will see they are all remarkably similar and this is because their format is determined by legislation. The items you are requested to forward are almost always the same. It is easy, therefore, to build a database of required information.

The manner in which you submit information is just as important as the content. Remember that what you forward is a reflection of your company. Poorly presented, inaccurate or unintelligible information will give an unflattering representation of your company. Good presentation and information that is to the point and neatly laid out in a clearly defined order will win marks.

• Remember, the first part of the selection process is rejection. If you are a client faced by dozens of expressions of interest or tenders, the first thing you wish to do is reduce the number. Do not give potential clients cause to reject yours just because of presentation. Only when the rejection process is completed is-fhe selection process commenced.

# After the Award

Whether successful or not, seek a debrief. If unsuccessful, remember virtually every contract is for a specific period, so keep in touch with the client during the contract; you will learn how it is progressing, what problems the client is experiencing and his priorities. That way, when retendering, you will have a much better understanding of how you should quote and the client will appreciate that your company is interested in his needs.

Make full use of information published within contract notices in order to identify:

* Subcontractor opportunities.
* Allied procurement opportunities.
* Procurement personnel.
* Government departments and their locations.
* Other product developments.
* Competitor's successes.