



3 winning actions after the bid's delivery

As soon as the bid is delivered, is the die cast?

For non negotiated public RFPs, you cannot change anything. For all the other types of RFPs, i.e. private RFPs and - negotiated - public RFPs, the race is not over yet. Purchasers claim that, in average, "what happens after the bid" accounts for 22% of their decision; this figure is significant enough to distinguish two of the best proposals. For the record, written proposal accounts for 30%, cf. Sheet No 3, and actions before the bids delivery, for 48%, cf. Sheet No 2.

What can we do then?

Suggest a short meeting

Companies often try their utmost to bid, and many expect a contact from the purchaser.

This passive attitude costs them precious points faced with competitors with a proactive attitude. If you haven't personally handed the written proposal (as recommended), give a call to make sure the company received your mail. Grab this opportunity (phone or face-to-face delivery) to suggest your assistance to read the bid. You can rightly mention that a 15 to 30 minute-presentation will give the purchaser time to understand your solutions.

During the approach, sincerely show that you want to help but do not "force" an appointment. This approach will always be appreciated, even when an appointment had been refused. There are many other possible reasons to get an appointment. If you don't get an appointment, ask for instance what are their first impressions about your bid, or even if there are points which need an explanation? You may not be replied all the time, but be sure that if you don't ask anything, you will not get anything.

If you can introduce your solution physically thanks to a show room or a visit in one of your customers' company, don't hesitate.

Tactics for the meeting

Suggest at the beginning of the meeting to ask some questions to adapt your presentation on what really matters for your audience. This approach is often accepted, and this will allow you to see how your bid is seen and therefore, to be better adapted. Questions limited in number (2 to 5) have to be planed before our meeting.

For instance, "which bid aspects would you like to improve? Or even what do you think of our solution?" Anyway, always have a PowerPoint-type visual presentation ready. During its design, think about which aspects you want to give value to,

because this aid will also help your audience to better understand and better memorize.

Prepare your presentation

This presentation has to be timed: 10 to 20 minutes for an hour-meeting, to prioritize according to effective time. Some efficient companies even rehearse this presentation in intern before the meeting. From experience, this rehearsal is essential, especially for technical experts whose first quality is generally not oral expression.

When several people speak, those rehearsals are also a way to coordinate: Imagine what your purchasers will think if, when they ask questions, you look at each other to know who is going to answer. Those oral traps can be easily forecasted and avoided when at least one simulation is made. Time? 1 to 3 hours. This time is often insignificant compared with how much time we need to build the bid.

These 3 types of actions and many others are detailed in the book "Stratégies Gagnantes pour les Appels d'Offres", CHIRON Editions - 2007.

All those tools concern public RFPs as well as private RFPs.

June 2009

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