

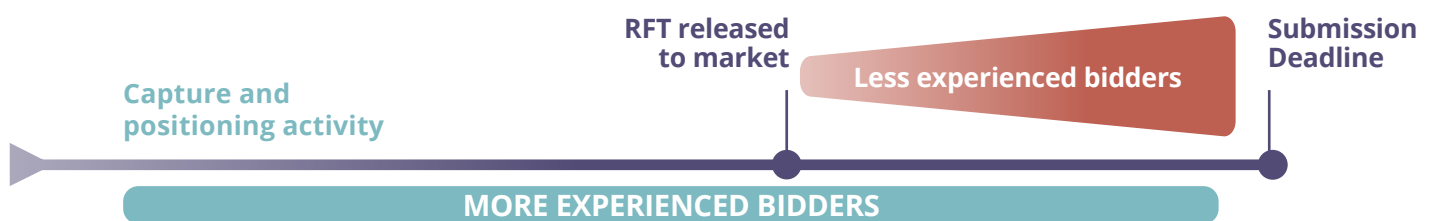
KICKSTARTER

establish your competitive edge, early.

Are you frustrated knowing that you:

- could have submitted a more strategically competitive tender response?
- wasted valuable bid open time on necessary but low value tasks?
- always seem to run out of time to submit your best quality work?

Preparing a tender response is a complex project with finite and externally imposed timeframes. Across thousands of tenders, we've seen a pattern unfold. It looks like this:



Less experienced organisations start the bid response clock after the RFT is released. This robs them of a valuable window of opportunity and concentrates effort at the end of the process, often impacting bid quality.

Sophisticated tendering teams follow bidding best practice – getting win-ready through positioning, planning and preparation well **before** the Request for Tender (RFT) is even released to market.

Our Kickstarter package will help you gain a valuable and competitive head start.

By taking control of your activities well **before** the bid drops, you'll substantially improve your likelihood of winning and set yourself up for an efficient and cohesive bidding effort during the bid open period. BidWrite's Kickstarter is packaged and delivered in three logical pre-release stages:

<p>Stage 1 Gap Analysis</p> <p><i>Improving future tenders starts with evaluating previous ones.</i></p> <p>Review Focus</p>	<p>Stage 2 Bidding to Win Workshop</p> <p><i>Having a clear, compelling, and client-centric win strategy is critical to bidding success.</i></p> <p>Strategy Focus</p>	<p>Stage 3 Preparing for Success Workshop</p> <p><i>Overcoming time pressures, unfamiliar processes, and temporary team dynamics are a few of the many challenges to creating a winning response.</i></p> <p>Alignment Focus</p>
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See overleaf for details.

Priced at just AUD\$9,500 +GST, Kickstarter has been developed to practically support you in your pre-release planning and positioning – giving you the competitive advantage for your next tender.

Contact us now to get a head start on your next must-win tender!

Kickstarter Stage 1 - Gap Analysis

Improving future tenders starts with evaluating previous ones.

A review of your recently submitted similar tender responses provides important clues to bidding function areas that can benefit from improvement. The earlier these issues are identified the earlier they can be addressed. Our gap analysis achieves this by assessing:

- » **Compliance** – Has the response adequately addressed customer response requirements?

- » **Client centricity** - Has the response been written with a customer first lens?
- » **Persuasion** – Has the response comprehensively and compellingly argued why you (and not your competitors) will best meet the customer's needs?
- » **Clarity** – Has the response presented content that is well-structured and easy to read?
- » **Visual appeal** – Has the response conveyed an appropriate level of presentation and design?

This analysis is conducted using your sample submission/s and the related invitation documentation. Stage 1 deliverables include detailed written feedback and a debrief session to discuss findings.

Kickstarter Stage 2 - Bidding to Win Workshop

Having a clear, compelling, and client-centric win strategy is critical to bidding success.

This 2 ½ hour workshop, facilitated by BidWrite (in person or on-line) is held with your key staff to:

- » **Identify** why your customer is going to market and identify its underlying objectives, issues and concerns.

- » **Explore** how you and your competitors are positioned to meet the client's needs.
- » **Establish** your win strategies/ key messages that align with your competitive positioning. This becomes our persuasive 'compass' and guides what we say and how we say it throughout your submission.
- » **Detail** actions to improve your competitive position and probability of success.

This workshop includes visual board work, group strategy facilitation, and post meeting win strategy documentation.

Kickstarter Stage 3 - Preparing for Success Workshop

Overcoming time pressures, unfamiliar processes and temporary team dynamics are a few of the many challenges to creating a winning response.

This 2-hour workshop provides key bid team members with an introduction to the art and science of persuasion and how it, along with contemporary bid management tools, underpins compelling tender responses. Our objective is to create the common language and understanding needed to eliminate

unproductive 'norming' and 'storming' team development activity at the start of the tender open period.

Topics include:

- » Insights into the **'art'** of creating a winning response.
- » Understanding the **best practice activities** involved in developing the response.
- » Introduction to the **bid team management** tools and techniques that will be employed.

This workshop includes open question and answer, example tools and content and sharing of key BidWrite 'Tender Tips'.

OPTIONAL: Stage 4 - Bidding Collateral Development (duration and scope may vary)

Having basic bidding content ready to use on day one of the tender response allows your team to focus on what needs to be developed specifically for the customer and the opportunity.

This optional service will:

- » **Identify** and prioritise necessary bid content aligned to your win strategy and solution.
- » **Review** and uplift as necessary your existing 'boilerplate' content.
- » **Create** targeted new content in collaboration your team members.

The types of content refreshed or developed typically includes CVs, previous project sheets, case studies, client testimonials, process overview and product descriptions – as well as usual tendering boilerplate content such as financial and insurance details, policies, certifications/licences and core operational detail (eg methodologies).

This option can be explored following completion of the first three stages, as specific deliverables will be clearer.

\$ Price On Application, based on agreed scope of work.