

# ***Winning Business***

How to find your way through the  
procurement Labyrinth and win business

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# Redcap Associates Ltd

- Norwich Based
- European Coverage
- Procurement Specialists
- Cost Reduction
- Performance Improvement
- Skills Development
- Tender Analysis
- Winning Business
- Strategy Development



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

Redcap's aim is to assist businesses to be prepared to face the challenges of the procurement process, pre-preparing them to respond to opportunities.

Thereby providing a greater opportunity to *Win Business* and grow.

# *Winning Business Agenda*

- Really are you serious?
- The Procurement Labyrinth
- Setting a Strategy
- Becoming Bid Ready



*Really, Are You Serious?*

**ARE YOU?**

**ARE YOU SURE?**

# So you are, serious I mean...

- Do you want to compete for new business...
- Do you want to respond quickly...
- Do you want your business to grow...
- ***How prepared are you to win?***



The Government is committed to promoting small business procurement and has introduced the aspiration that 25% of Government annual contracts of £236Billion will be awarded to SME's

November 2010

# Great Objectives But...

- Central Government Procurement Policy is making it more difficult to be engaged directly as an SME
- Local Authorities increasing hurdles for SME's
- New Simplified PQQ's are complicated locally
- Public sector "risk" adverse and do not like to change
- Decision making is torturous



# THE PROCUREMENT LABYRINTH

Do procurement departments want you to win business?

Are Procurement Procedures set up to **Limit** *your* chances of winning business?

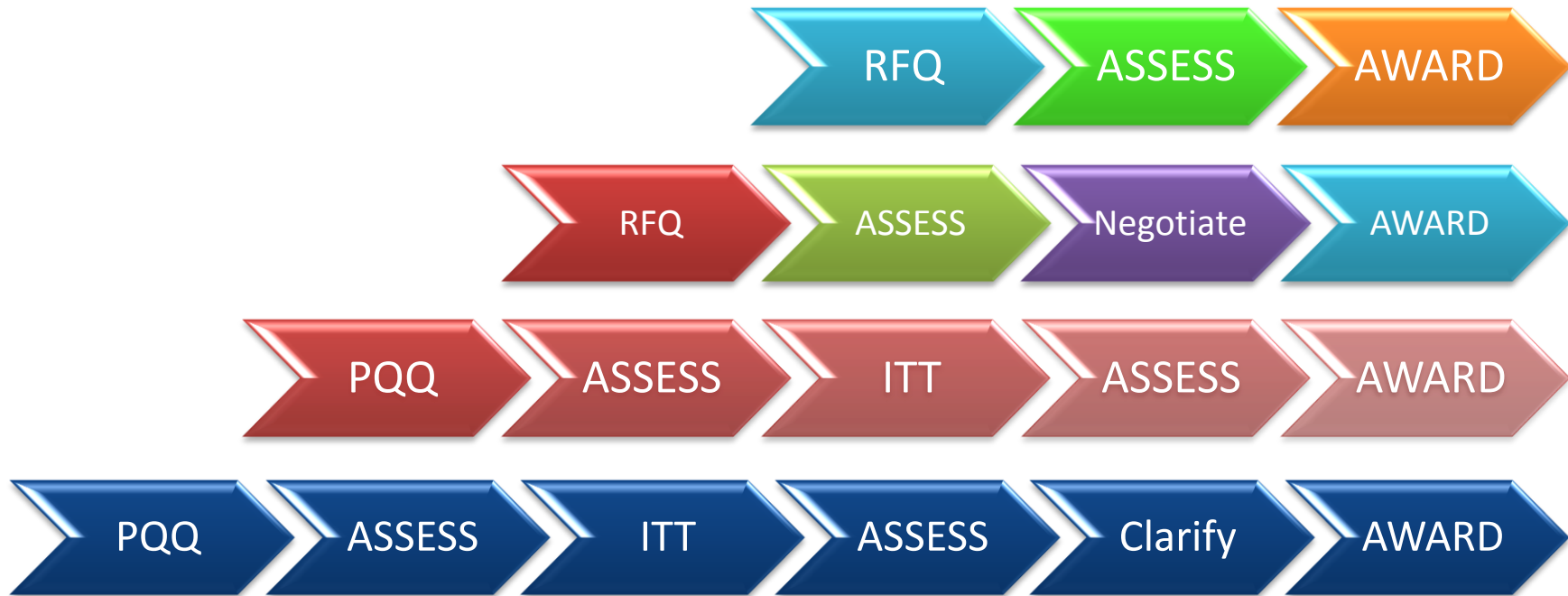


# Depends on your view...

- But they are designed to deliver the **Best Value to the Buyer.**
- From my experience, ***most Suppliers limit their own chances of Winning Business!***



# Procurement Process



# Know the Terminology

- RFQ ~ Request for quotation
- PQQ ~ Pre-qualification questionnaire
- ITT ~ Invitation to tender
- Alcatel ~ Legal standstill period (10days) following award to allow for challenges

# Know the Timelines

# Know the Buyer...

- Find out who makes the decisions
- If a tender make contact, ask a question...
- Build rapport



# DEVELOP A STRATEGY

# So let's see how we can Win Business

- Develop a Strategy:
  - Decide what you *do not want* to do...
  - Decide *who* you want to work with...
  - Get to know *their* business, *their* people, *their* aims...
  - Know the **value** proposition for *You*
  - **Know** where you want to be in 3 years... *Keep a Vision.*

# Know “*Their*” Business

- What do **they** want when they invite Bids...
- What are **their** aims & objectives...
- How do **they** use E-procurement...
- Build rapport with key contacts...
- Public Sector / Utilities have different rules...
- How do you engage...

How “fit” are you to Win business?

# Growing a Strategy

- Decide your Target Market
- Are you a Hawk, Crow or Magpie?
- Be Selective, Plan and Prepare



# BECOMING BID READY

# The Bid (Tender, Quote, RFQ, RFI, RFP...)

- Understand the requirement
- Check the timeline
- Can you deliver the Specification, If in doubt ask questions
- Understand the mandatory parts
- Answer ***ALL OF*** the questions!

# The Bid Pack...



- Up to 3 years Accounts
- Insurance Certificates
- VAT Certificate
- Certificate of Incorporation
- ICO Certificate (Data Protection)
- Quality Certificates ISO / Statements
- Health & Safety Policy / Record
- Environmental Policy / Action Plan / ISO
- People Development plans / IIP
- Business Continuity
- Memberships / Professional Bodies
- Case Studies / testimonials
- Key people’s CV’s / Profiles
- Client List
- Experience Profiles
- ***Then keep them relevant & up to date!***

# Basics...

- Read the full document, more than once...
- Make contact...
- Know the timelines
- Understand how you need to answer e.g. max words per question, attachments not allowed, no sales brochures etc.



Cut, Paste  
& suffer...

# Basics 2

- Understand how to respond, email, e-procurement, online, business proposal
- Plan your response, do not leave it to the last moment
- Ask questions if not sure
- Beware of the “Cut & Paste” gremlin
- Check & have someone else read the response  
*(before you send it!)*

# CHECKLIST FOR ACTION



# Vision:

- Know who you are as a business, and where you plan to be in 3 years (I know that can seem like a lifetime)



# Focus:

- On Core business, do not be tempted to stray too far from your areas of excellence



# Essentials:

- keep your promises and manage your cash



# Opportunity:

- Be prepared to exploit opportunity when it aligns with your Core business



# Know:

- Capability and capacity, ensure you have spare so that when you win the “big job” you can mobilise
- Your “breakeven” (for each job), know if an opportunity will make a loss, margin or profit before you win it



# Ruthless:

- Be ruthless, not all business you win is worth having.
- Not all of your customers deserve you.



# Attractive:

- Be attractive in the way you do business,
- Make people want to do business with you and better still they seek your advice and guidance



# People:

- Bring your people with you
- Ensure you retain a skilled team that understands the business and can drive it forward with you



# Communicate:

- with customers, the market, your employees, ensure people know where to find you and where you are going
- Say what you mean and mean what you say and stay true to **your** objectives



# Be canny:

- If something “sounds too good to be true” it probably is!



# Remember:

- The Customer is king, and *Cash flow* keeps the business turning...



# Lastly:

- *Prepare, Prepare, Prepare,*



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**Your Business  
Mind Set**

Confidence

Capability

Strategy

Time to Respond

Pre-Tender  
Audit

Bid  
Ready  
Template

Your "Bid  
Ready"  
Develop-  
ment

Tender  
Writing  
Support

Bid Team  
Training

Capability  
Asses-  
ment

Redcap Associates Support Team



# Future training dates...

When	What	£ +vat
22-11-2011 (16.00)	Preparing to be bid ready overview	FOC
09-12-2011 (13.00)	Preparing to be bid ready overview	FOC
16-01-2012 (16.00)	Preparing to be bid ready overview	FOC
17-01-2012 (8.45)	Better Buying Skills	£75
17-01-2012 (13.15)	Better Negotiation Skills	£75
18-01-2012 (8.45)	Better Selling Skills	£75
18-01-2012 (13.15)	Better Bidding Skills	£75



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