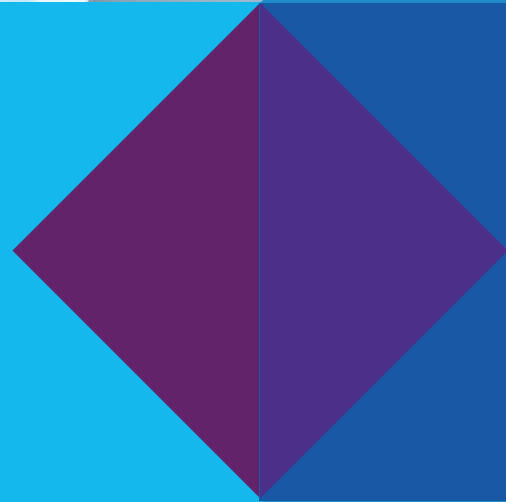




Bidding & Tender Experts



# Services & Benefits



## 1. Bid Management and Bid Writing Service

The full end-to-end management and writing of all elements of the bid, working with your Subject Matter Experts. Includes Bid Kick Off & Solution Architecture, Bid Strategy Development, Bid Writing, Bid Management, Bid Review, Production, Design and Finalisation.

### Benefits:

- Our Bid Team model underpins our 80%+ win rate, which has been sustained across 25+ sectors, over 6 years
- You will receive professionally written bid content – fully drafted by our qualified and experienced Bid Team – a Bid Writer/Manager and a Bid Director
- End-to-end bid management enables you to focus your current resources onto delivering work and servicing your existing clients/contracts

## 2. In-House Bid Training

Bespoke full-day training events tailored to meet your team's level of experience, skill and development goals. Training can cover specific bid-related topics, such as Bid Writing and Bid Strategy Development; specific elements of the bid process, such as Pre-Qualification, Competitive Dialogue and Competitive Negotiation; or consist of a skills-based programme covering: introductory, intermediate and advanced bidding skills workshops.

### Benefits:

- This bespoke training programme will use real-life examples from your industry and recent bids, to provide familiar context to maximise your learning
- You will receive pragmatic training that will increase your understanding of the public sector tender evaluation process, helping inform the development of high scoring technical / quality responses and the development of a bid strategy which aligns to your organisation's business plan and growth goals
- Training will contribute to your team's CPD and should contribute both to staff retention and attracting new staff

### 3. Bid Gap Analysis and Feedback Session

A detailed analysis of your previously submitted bids, with a roadmap to improve future responses and increase your win rates.

#### Benefits:

- Our Bid Gap Analysis will provide a clear path to enhancing the quality of your bid output against public sector tender criteria, improving your bid win rate on future opportunities
- Result in an optimised bid process to maximise your return on investment and achieve a smoother submission experience
- Starting this way will also reduce future bid support costs when engaging us, as we will have a clear understanding of the quality of the information you already hold

### 4. Public Sector Bid Readiness

A full review of your organisation's current bid readiness to support your entry into the public sector and support you to develop, enhance or consolidate the many different organisation-wide requirements which are vital for submitting winning bids.

#### Benefits:

- Any gaps in your public sector bid readiness will be identified, along with a Road Map which provides clear recommendations on how these can be addressed
- Receive expert guidance from our experienced public sector bid team on best practice when bidding
- Prepares your organisation for consistent and stress-free bid submission by developing library of standardised bid documents

## 5. Bid Strategy and Process Review

An independent review of your bid function, strategy and processes, with recommendations for improvement and optimisation.

### Benefits:

- An external perspective from our bid and tender specialists will review the market in which you operate and how your organisation is positioning itself in the marketplace against how the public sector likes to do business
- We will discuss how accreditations, awards, testimonials, networking, exhibitions and conferences can support business development and help streamline your decision-making in regard to these items
- We will develop an Action Plan to help ensure that agreed actions are put in place using the SMART Approach with clearly allocated responsibilities

## 6. Bid/No-Bid Tool and Process

Development of a bespoke process and decision-making matrix, for the consistent evaluation of opportunities.

### Benefits:

- This will provide you with a quantifiable means of evaluating the contract opportunities which meet your selection and qualification criteria
- Rational and scientific approach to understanding the most important considerations when bidding
- You will be able to maximise the efficiency of your bid function, to be highly focussed on the 'best fit' opportunities for you – and those you are best positioned to win

## 7. Bid Advisor and Interim Bid Staff

The supply of experienced bid professionals on a day rate basis, to cover specific needs, underpin your in-house provision during peak times, or to provide additional resource during holiday periods.

### Benefits:

- This will provide you with an experienced, qualified and skilled interim bid resource to ensure you keep your business development running smoothly during staff vacancies, absences or times of high bid volume
- You will receive a suitable bid resource with extensive relevant industry experience to write your proposals or deliver leadership and management to your bid function
- Your team members can also benefit from one-to-one coaching and mentoring

## 8. Pitch Training

Bespoke pitch, interview and presentation training, designed for your clients, target markets and forthcoming pitch opportunities.

### Benefits:

- You will receive comprehensive feedback regarding your pitch, interview or presentation to ensure your offering addresses the buyer's need
- Opportunity to rehearse for the interview and establish the most effective structure and delivery approach
- Our bid team will assume specific roles from within the buyer's evaluation panel and provide relevant feedback

## 9. Bid Positioning Document

Creation of a positioning/influencing document – to help influence buyers to specify in their tenders what you can provide.

### Benefits:

- You will receive guidance from our bid team with an experience of both public sector and bid roles to provide a 360-degree insight on how to best communicate your offering
- The document will appeal to buyers and specifiers in your market and resonate with the decision-makers at your chosen target audiences
- The document will support you to make meaningful relationships with public sector buyers

## 10. Public Sector Bid Training

### **\*New Service to be launched in Q1 2021\***

Open training delivered to individuals within organisations who are looking to enhance their understanding of:

1. How to develop a compliant public sector bid;
2. How to achieve high quality scores; and
3. How to embed a bid function into your business growth strategy and business development processes.

Training courses will be delivered in half-day sessions, delivered virtually through video conferencing.

This service is specifically targeted at clients looking to upskill their in-house resource in order to win more public sector contracts.

#### **The training will be delivered in three modular tiers:**

- 1. Introductory:** understanding how public contracts are procured and how to develop a compliant public sector bid
- 2. Intermediate:** improving your writing competencies to achieve a high scoring quality score
- 3. Advanced:** establishing an approach to bidding which consistently delivers high scoring bids

#### **Benefits:**

- You will receive training from qualified and highly experienced public sector bid experts, with a proven track record of developing and delivering winning bids to the public sector
- Your staff will develop a greater understanding of how public contracts are procured, how they should be managed to ensure compliance and what it takes to develop high scoring technical / quality responses bid
- Training will contribute to your team's CPD and should contribute both to staff retention and attracting new staff





# Get in touch

📞 0800 043 0495

✉️ [info@ambid.co.uk](mailto:info@ambid.co.uk)

🌐 [www.ambid.co.uk](http://www.ambid.co.uk)

