

When bidding for a project, do you act like a winner?

These are the common thoughts of a loser:

- Our team knows we can't expect to win them all, but we always put in a good effort.
- Our bids are focused on the practicalities of doing the work (we cannot know the prospect's strategic business objectives so this is the sensible way to do it).
- Our documentation contains our standard information and of course could always be improved a little if we had more time.
- We respond to most opportunities because it is a numbers game.
- We never examine successful bids because it is always down to price or who we knew.
- We don't have the time to investigate lost bids.
- The competition will lose money on most of the opportunities we don't win – either that, or they had an established relationship with the prospect anyway.

...and to be a winner:

1. Be ruthless in the prioritising of opportunities (don't waste time on projects you have little hope of winning).
2. Research, research and research your target.
3. Align your bid to their strategy and objectives.
4. Demonstrate 'cultural fit' by matching your personnel and approach to theirs.
5. Use visually attractive and appealing documentation.
6. Engender a 'we ARE going to win this' attitude in your team.
7. Hold enquiries into lost business and hold people to account.
8. Drive continuous change and improvement into your bidding processes.

Would you like to learn how to implement a winning culture in your organisation? Attend one of our "WIN MORE" workshops.

Reply to this e-mail and we will call you to discuss.