



COMMON TENDERING MISTAKES

- **Not knowing the rules** – for example you should only bid for contracts that have an annual value that do not exceed one-quarter of your company’s annual turnover. Turnover of £20m per annum means you can bid for contracts up to £5m pa. This is to protect against the metaphorical ‘eggs and baskets’ – for both parties.
- **Have a go, piecemeal approach to bidding with no real ‘bidding process’.** The adage: you get out what you put in is often true in this environment.
- **Not reading all the documents** – there is often a lot of information over several documents sets, most of which must be read and understood.
- **Do not rely on stock answers** – cutting and pasting without applying it to the question using “boilerplate material” often does not actually answer the question – even if for generic topics.
- **Do not forget to read clarifications** – not just your own – they are a huge source of info and can completely change your approach or even the interpretation of question, introduce new questions, nuance and so much more.
- **Not answering the questions properly** – use the space they provide and all of the space. Also, sell what the buyer wants to buy, not simply what you want to sell – there is a difference.
- **Missing the nuance of what the buyer is looking for** – their pain point
- **Not asking for feedback** – if you have not been successful it’s important to get as much feedback as possible

Want to know more?

Why not book a 20-minute consultation with one of our bid managers – it’s absolutely free with no obligation to engage us.