

Expert Support to Optimise Bidding Strategy and Service Model

CHALLENGE

Our client was a large business process outsourcing company that wished to bid for the largest resourcing framework agreement within the public sector.

The client had been successful at securing a position on the framework agreement for many years previously, but due to a change in scope, personnel and service offering, the client wanted to enhance their chance of success by securing expert knowledge and support from Apsiz who had a detailed knowledge and understanding of the requirements.

SOLUTION

To help the client develop their bidding strategy, Apsiz met with the key client contacts involved in the preparation of the tender response and provided them with information on the following:

- Pre-Market Engagement
- Market and Customer Influencers
- Strategy
- Procurement Procedure
- Preparatory Requirements

During the development of the client's tender response, Apsiz also provided support in relation to the following to ensure a successful submission:

- Evaluation Training
- Bid Review
- Test Thinking
- Pre-Submission Scoring
- Competitor Analysis

RESULTS THAT SPEAK FOR THEMSELVES

- ⇒ Expert advice and guidance provided on the requirements of the procurement.
- ⇒ Detailed report developed to help the client prepare for the tender and determine the most appropriate bidding strategy and service model.
- ⇒ Analysis of the client's competitors to highlight their strengths in relation to the procurement.
- ⇒ Qualitative review of the tender submission to identify areas for improvement and maximise the chance of the client achieving the highest possible qualitative score.
- ⇒ Ability to provide insight to the full requirements of the evaluation and scoring process.
- ⇒ Ongoing advice and support provided throughout all subsequent stages of the procurement process.