



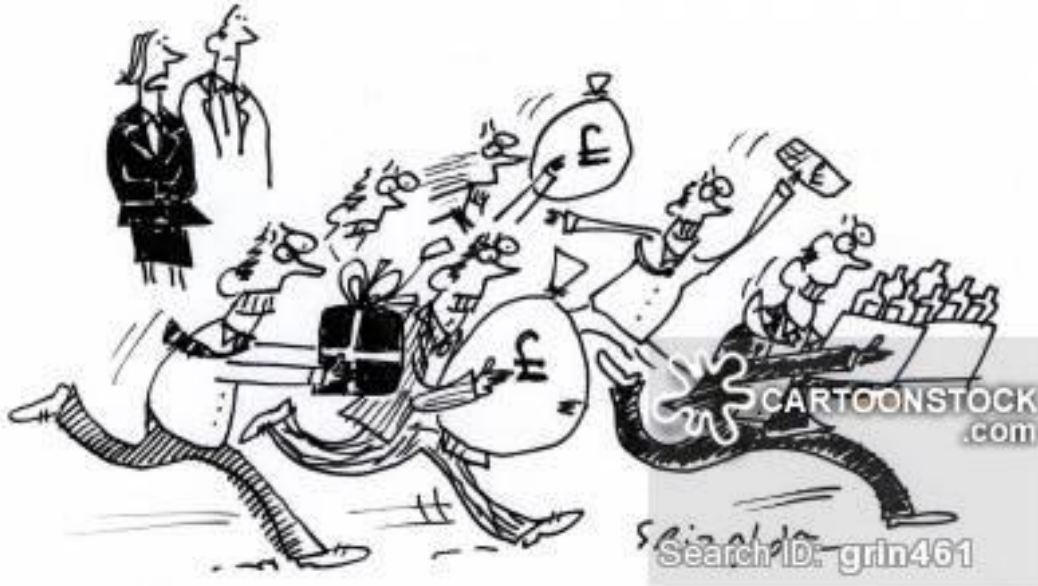
Five steps to winning tenders

Gabriela Matouskova, CU Social Enterprise CIC
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@GMatouskova



The
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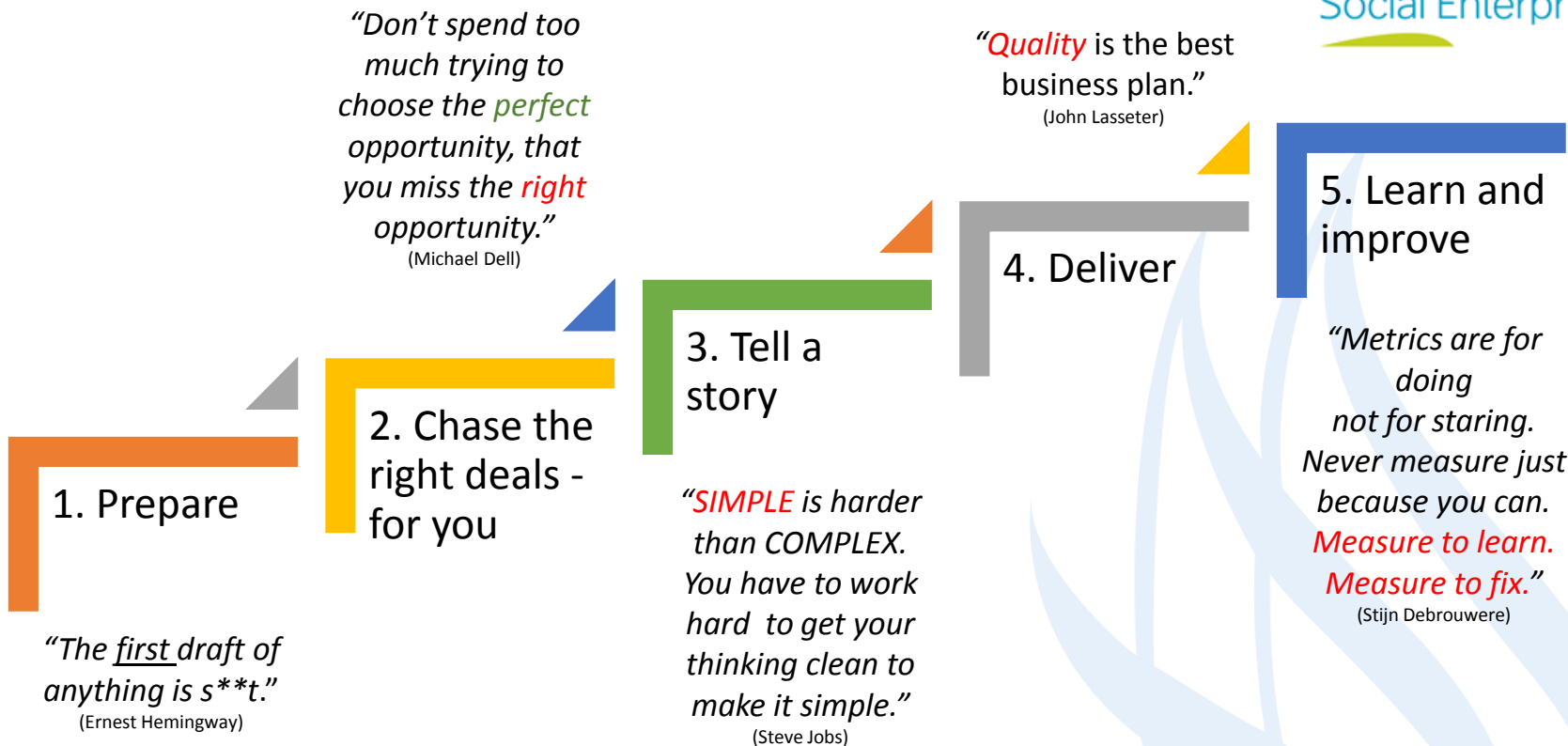


Most common challenges:

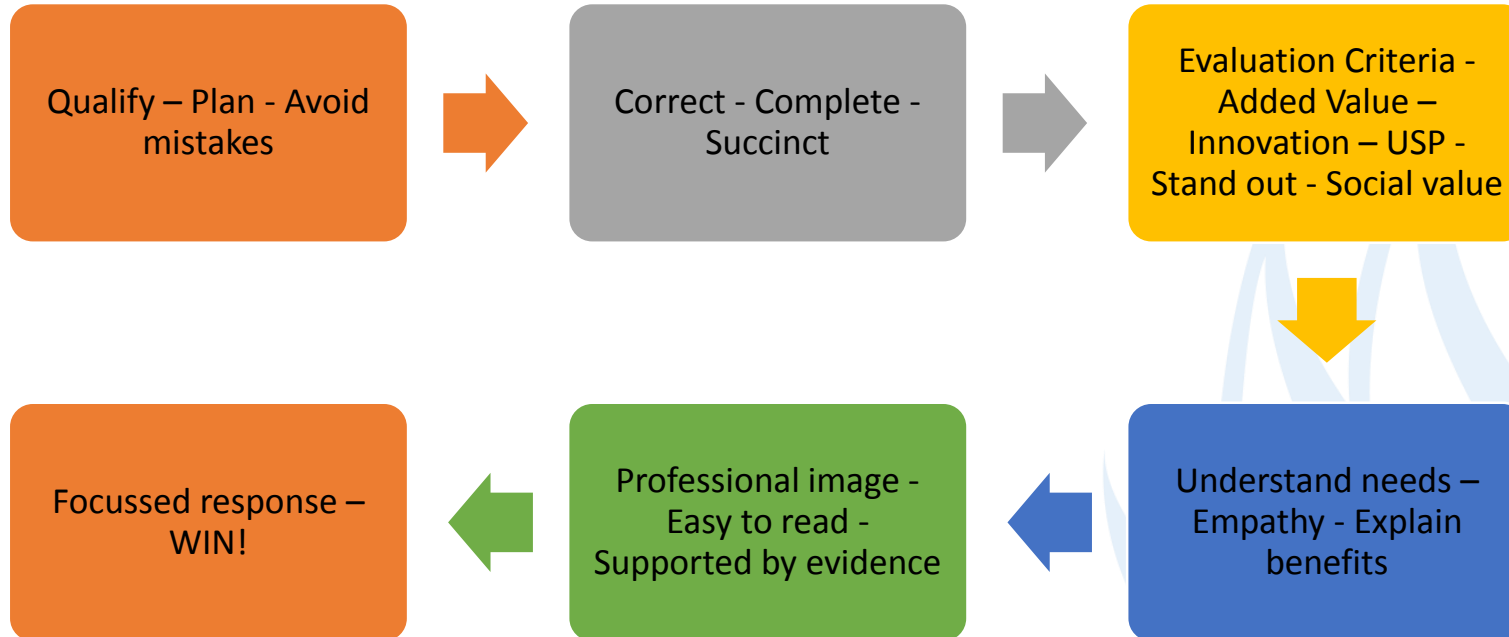
- What is the right fund?
- Don't know how to bid!
- The guidance is too complicated!
- Not ready!
- Don't have time!
- Hate writing proposals!
- Don't understand the legal bit!

'IT'S THE COMPETITIVE TENDERING PROCESS'

Five steps



TELL A STORY – Why you, why not them?



How good are proposals?

5%	<ul style="list-style-type: none"> - Don't qualify - Are so bad they have just copied their sales blurb
At least 15%	<ul style="list-style-type: none"> - Do not actually answer the questions posed - Repeat the tender document without additions - Try to shoe horn a ready made answer to almost any question
The best	<ul style="list-style-type: none"> - Have answered the questions without the hard sell - Clear, concise, persuasive - Woven in reasons that will make you want to do business with them

*“A good written proposal might not, in itself, win you the business but a **badly written** one may put you **out of the race**”*

Most common mistakes - AVOID!

Late submission	<ul style="list-style-type: none"> • Check the deadline (timezones) - IT IS NOT A TARGET! • Online systems – plan for failure
Incorrect formatting	<ul style="list-style-type: none"> • Word count, pages, margins, font, formats, presentation, templates, number of copies
Missing/extra information	<ul style="list-style-type: none"> • Appendices, CVs, accounts, compliance documents, unanswered questions • Promotional materials, sales brochures
Incorrect assumptions	<ul style="list-style-type: none"> • Ambiguous questions? Clarification questions period, ASK!
Grammar	<ul style="list-style-type: none"> • Cut & paste, wrong name, spelling, typos
Lack of understanding	<ul style="list-style-type: none"> • Copy & paste, offering something else than what was asked for, not citing/linking to referenced documents • Did we REALLY say that in our bid?

Contact



Gabriela Matouskova , Business Development Manager

CU Social Enterprise CIC

The Enterprise Hub

5 Whitefriars Street, Coventry, CV1 2DS

m: +44 (0)7392 096 012

e: aa3997@coventry.ac.uk

w: CU Social Enterprise

Twitter: @GMatouskova



Questions