

Background & Problem

A major global brand was required to respond to formal tender documents, in order to win a very substantial order. Although previously the clear World Leaders in their field, they had lost three of four major projects over the past few years to a competitor - all of which were placed by direct negotiation.

Their “pre-qualifying” documentation was very arrogant, and was met with derision by the customer, who privately instructed them to “raise their game”.

At this point there were only around six weeks to finalise the tender response and they needed to revise their whole approach to the whole bid process.

Actions Taken

SGBA established a bid team within the company and developed a clear time-line for all the bid processes. The overall bid structure was agreed within a week and resource was allocated to production of specialized plans, drawings and financial data.

The team identified the real client requirements, which were substantially different from what the brand was going to offer – albeit totally within their expertise. Existing documentation – which for the brand concerned was not in their mother tongue - was re-written in good English and all new documentation was meticulously checked.

The benefits of working with the brand were very clearly stated, and the opportunity for changes in the scope of supply (upwards) were clearly identified. The bid was presented on time.

The Result

The company won the project without any re-bidding. In fact, the scope of supply did increase substantially (adding well over three million dollars to the overall value) – as a result of opportunities identified in the tender response documents.

The same basic “framework” was used by the company to win a similar project four year later.

The core members of the bid team were then brought together to bid for a multi-year contract worth nearly one billion dollars over a ten year period.

The competition have not won a single major contract in this period.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**