



## BID-OR-NO-BID ASSESSMENT CHECKLIST

Professional services firms are increasingly participating in competitive bid processes to gain work from new clients, or to continue relationships with established clients.

Use our simple checklist as a starting point to evaluate your next bid opportunity against the likelihood of success. These points will help you assess your strategic position, and the strengths and weaknesses of what you can offer.

Don't squander resources on long shot bids without understanding exactly what you're doing!

### Instructions

Answer true or false to each of the statements below, and then see how you score against our criteria below.

1	We can't afford not to put in a bid.*	<input type="checkbox"/> True	<input type="checkbox"/> False	* Core
2	The work is financially and/or strategically important to our firm/workgroup.*	<input type="checkbox"/> True	<input type="checkbox"/> False	* Core
3	The work aligns with our core business.*	<input type="checkbox"/> True	<input type="checkbox"/> False	* Core
4	We meet the minimum threshold/requirements of the RFT/RFP.*	<input type="checkbox"/> True	<input type="checkbox"/> False	* Core
5	We are able to invest appropriate time and resources to produce a credible bid.*	<input type="checkbox"/> True	<input type="checkbox"/> False	* Core
6	We know the potential revenue/profit to be gained if we win this bid.	<input type="checkbox"/> True	<input type="checkbox"/> False	
7	We know the direct and indirect costs of bidding.	<input type="checkbox"/> True	<input type="checkbox"/> False	





8	We understand the vendor's reasons for going to market, their business needs and pain points.	<input type="checkbox"/> True	<input type="checkbox"/> False	
9	Winning this work will not jeopardise current or future clients or opportunities.	<input type="checkbox"/> True	<input type="checkbox"/> False	
10	We are incumbents.	<input type="checkbox"/> True	<input type="checkbox"/> False	
11	We have relevant experience working in this area.	<input type="checkbox"/> True	<input type="checkbox"/> False	
12	We have done work for the vendor in the [recent] past.	<input type="checkbox"/> True	<input type="checkbox"/> False	
13	We have a good existing relationship with the vendor.	<input type="checkbox"/> True	<input type="checkbox"/> False	
14	We know who our competitors will be in this bid.	<input type="checkbox"/> True	<input type="checkbox"/> False	
15	We know how many firms will be appointed.	<input type="checkbox"/> True	<input type="checkbox"/> False	
16	We have no conflicts of interest.	<input type="checkbox"/> True	<input type="checkbox"/> False	
17	We have the support of our firm's key decision-maker/s.	<input type="checkbox"/> True	<input type="checkbox"/> False	
18	We are ready to start work on the response straightaway and maximise the bid timeframe.	<input type="checkbox"/> True	<input type="checkbox"/> False	
19	We have (or can acquire) the resources to deliver the work, if we win.	<input type="checkbox"/> True	<input type="checkbox"/> False	
20	If we win, we are prepared to implement a client relationship plan to manage and leverage our position.	<input type="checkbox"/> True	<input type="checkbox"/> False	





## Scoring

### How many times did you answer true?

*If you have not answered true to at least 3 core criteria, you should seriously rethink the opportunity!*

---

<b>17 to 20</b>	You have a deep understanding of the opportunity and its risks and rewards, and are in a strong position to bid.
<b>13 to 16</b>	Bid, but understand and try to address the risks.
<b>12 or fewer</b>	This is not a good opportunity for your firm at this time.

---



## >> Ask us about our tender, bid and proposal services

Success in tendering, proposing, and pitching to clients (and procurement) is critical if you need to win or retain work with government, insurers, or large corporates.

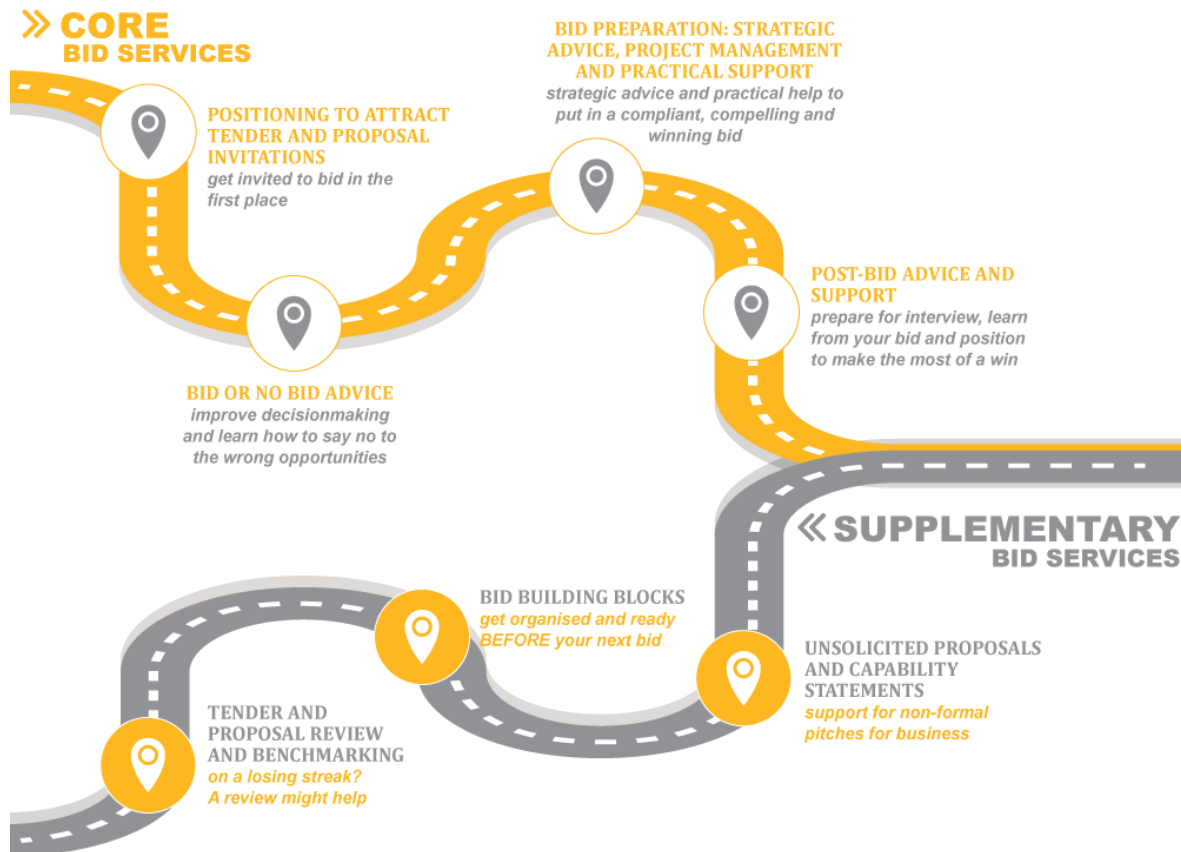
Our consultants understand what works (and what doesn't) in competitive procurement situations.

Our average win rate for clients is 80%.

If winning tenders is important to your firm, we can help.

Our offering includes, but is not limited to:

- Bid-or-no-bid evaluation
- Tender preparation – strategic and practical support
- Post-tender advice and support
- Tender building blocks
- Tender review and benchmarking
- Unsolicited proposals and capability statements.



Get in touch and find out more about how we can help you.

☎ +61 2 9968 4168

@ [julianmidwinter@julianmidwinter.com.au](mailto:julianmidwinter@julianmidwinter.com.au)

🌐 [julianmidwinter.com.au](http://julianmidwinter.com.au)

✉ Suite 16, 357 Military Road, Mosman NSW 2088



