



## TENDER AND BID DEBRIEFING GUIDE FOR INTERNAL TEAMS

Set out below are some basic questions to run through with your bid team immediately following a large submission.

It's a good idea to start the debrief with some very broad-based open questions (which can be used for any project), and then move on to specific questions if the content has not already been covered in discussion.

Circulate the questions well in advance of the meeting so that the team can come prepared to provide considered feedback.



### 01 / GENERAL (OPEN QUESTIONS)

- What did we do well? And how can we make sure it is repeated next time?
- What would we do differently, and how?
- What happened during the process that we couldn't control?
- What happened during the process that we could control but controlled poorly?
- What have we learnt?

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## 02 / SPECIFIC QUESTIONS

Whilst these are “closed” questions, the expectation is that responses will expand beyond *yes / no*:

- Did we have a clear project plan, setting out roles, responsibilities and timeframes?
- Did we stick to our plan?
- Did we adequately resource the tender preparation in terms of the size and skill of the team?
- Did all tender team members record their time so that we can accurately calculate the “cost of sales” and “return on investment”?
- Was the time spent reasonable, given the size and value of the opportunity?
- Did individuals have a clear sense of what their roles and responsibilities were?
- Were all team members available and committed to their roles (content creation, review etc.)?
- Did the team work well together?
- Was the process for making decisions / sign-off clear and unambiguous?
- Were decisions made in a timely fashion?
- Were the writing / content development tasks delegated and managed appropriately?
- Were we satisfied with the end-product?
- If not, what could we improve?
- What should we do differently next time?

If relevant:

- Did we use our external consultants / resources appropriately?
- Were we satisfied with our external consultants?



## 03 / NEXT STEPS

- What actions will we take following this debrief?
- How can we leverage content produced in this bid?
- Have we scheduled an external debrief with procurement team following a decision on the bid?





## >> 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.

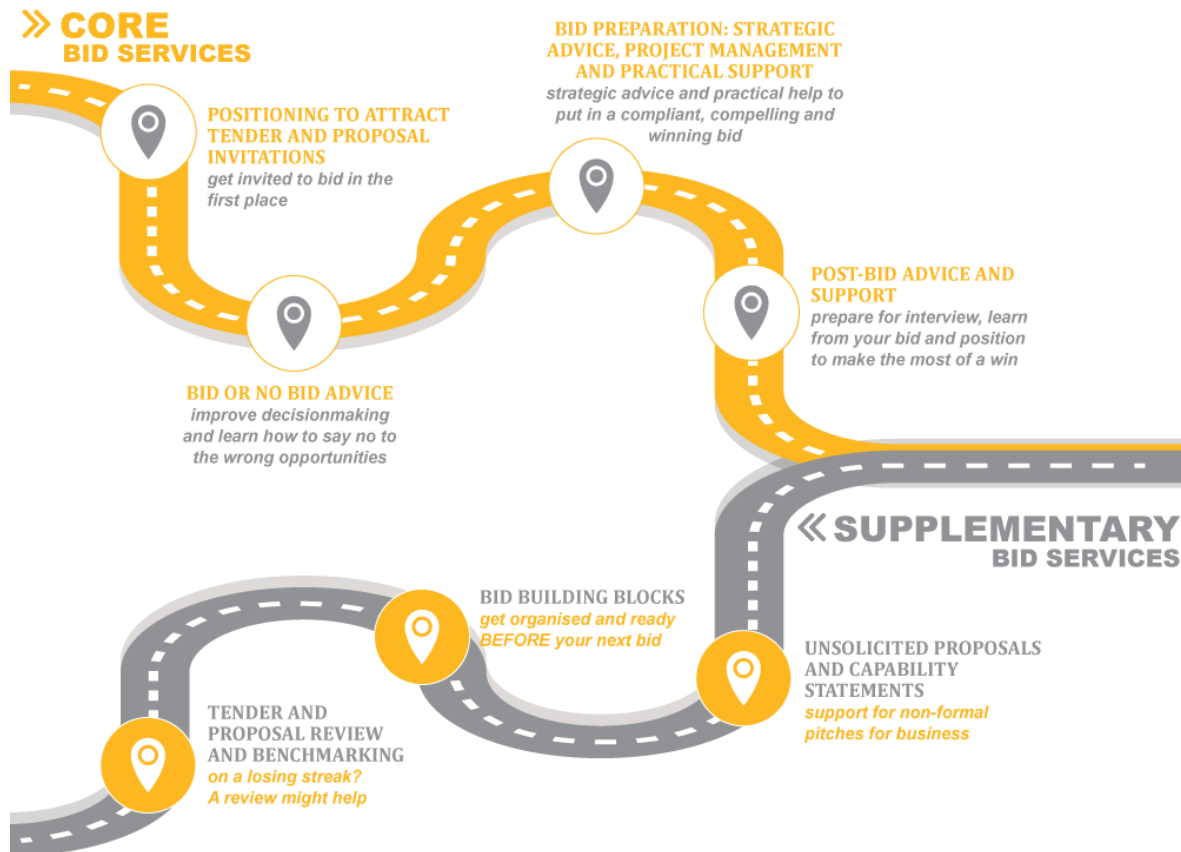
Our consultants understand what works (and what doesn't) in competitive procurement situations.

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.

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