



Bid-or-no bid assessment checklist

Service businesses are increasingly participating in competitive bid processes to win 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. *MUST HAVE	<input type="checkbox"/> True	<input type="checkbox"/> False
2	The work is financially and/or strategically important to our business/service stream. *MUST HAVE	<input type="checkbox"/> True	<input type="checkbox"/> False
3	The work aligns with our core business/service offering. *MUST HAVE	<input type="checkbox"/> True	<input type="checkbox"/> False
4	We meet the minimum threshold/requirements of the RFT/RFP. *MUST HAVE	<input type="checkbox"/> True	<input type="checkbox"/> False
5	We are able to invest appropriate time and resources to produce a credible bid. *MUST HAVE	<input type="checkbox"/> True	<input type="checkbox"/> False
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 providers 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 business' key decision-maker/s.	<input type="checkbox"/> True	<input type="checkbox"/> False
18	We are ready to start work on the response straight away 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 key account management plan to manage and leverage our position and grow our win.	<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 **MUST HAVE** criteria, you should seriously rethink the opportunity!*

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

Get in touch and find out more about how we can help you win your next tender, bid or proposal:

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