



The *Simply Bids*© *Light* Method Explained

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Simply Bids[®] Light

Section 1 - Introduction

1. Introduction

This document is an introduction to the key concepts of bidding within an organisation. This is the first document in a series which will make up the organisations bid process. The total set of documents are: A series of modules

- ◆ Section 1 - Introduction
- ◆ Section 2 – Governance
- ◆ Section 3 – Bidding
- ◆ Section 4 – Lessons Learned
- ◆ Appendix A – The forms used in the organisation’s bid process.
- ◆ Appendix B – The glossary of terms

The organisations bid process is owned by the organisation and the document is owned by the organisation. Process Owner
Document Owner

2. History

This process was developed from WPM’s long standing *Simply Bids* Process to enable less mature ‘bidding’ organisations to have an entry point into Bid Management.

3. Context

In order to set the context for the organisation’s Bid Process, diagram 1 below shows:

- ◆ The steps involved in a sales cycle The 5 steps
- ◆ The typical reach of Bid Management - from early involvement in an opportunity, through to the controlled handover to the project manager function responsible for implementing the contract. Bid Management scope

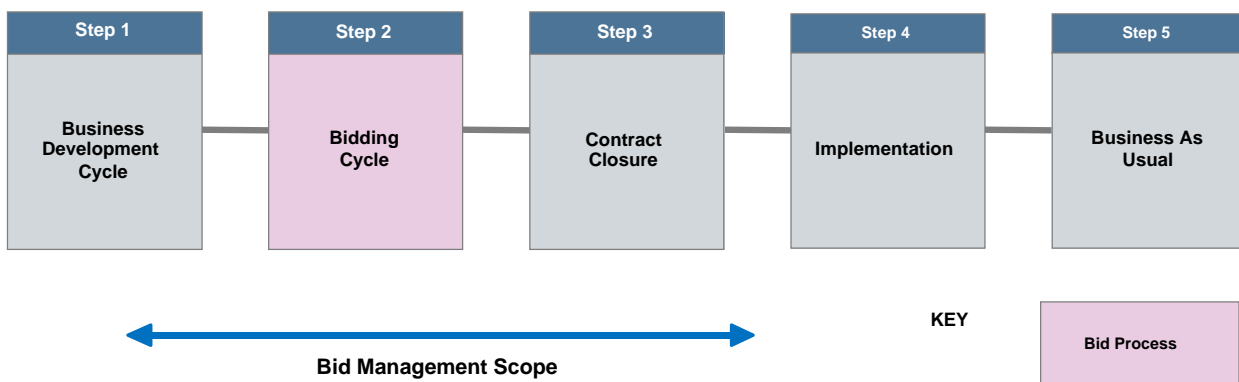


Diagram 1 – End to end sales cycle - shows the five steps in a sale, the scope of Bid Management, and where the organisation’s Bid Process starts and ends. At this stage the organisation’s bid process restricts itself to the activities in step 2 - the bidding cycle.

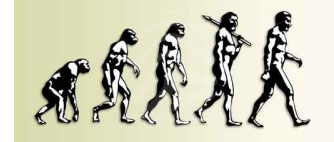
4. Definitions

- ◆ **Bid** – is an approach to a customer in order to gain significant new or repeat business.
- ◆ **Bidding Cycle** – an identifiable procurement cycle, this can include PQQ's (Pre Qualification Questionnaire), ITT's (Invitation to Tender), RFP (Request for Proposal), ITN (invitation to Negotiate).
- ◆ **Bid Planning and Preparation** – the project management activities associated with preparing a compliant bid.
- ◆ **Bid Submission** – the activity required to ensure that the bid is delivered on time, this electronically or by post.
- ◆ **Bid Management** – pre-sales project management.
- ◆ **Business As Usual** – day to day operations.
- ◆ **Business Development Cycle** – the sales cycle and process.
- ◆ **Business Development Strategy** – an agreed document detailing the markets, value proposition, customers, timescales, targets (turnover and profit), approach, competition, plan and tactics.
- ◆ **Compliance** – a bidding term that means fully meeting a customer requirement. Mandatory requirements will include language such as: “must, shall, will.”
- ◆ **Contract Closure** – the negotiation process that moves a successful bid to a signed contract.
- ◆ **Customer** – the group that provides the funding.
- ◆ **Governance** – the ongoing activity of maintaining a sound system of internal control by which the directors and officers of an organisation ensure that effective management systems, including financial monitoring and control systems, have been put in place to protect assets, earnings capacity and the reputation of the organisation.
- ◆ **Implementation** – the project management activities required to bring into service the signed contract.
- ◆ **Templates** – are a set of templates which are for completion by the Bid Owner prior to the: Pursuit Decision, Sign On, Sign Off and Executive Review Brief.
- ◆ **Qualification** – the process for making a decision aimed at eliminating opportunities or sales leads that have a low probability of winning.
- ◆ **The Organisation's Bid Process** - the documented and repeatable process that the organisation uses to manage its bidding activity.



5. Principle

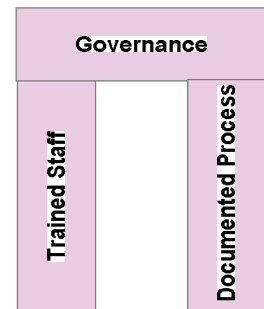
The principle behind the organisation’s Bid Process is that evolution and growth are an integral part of human nature. Successful bidding contributes to organisations that grow and thrive.



6. Process

Best bidding practice shows that organisations are able to make step change in their bidding maturity by introducing and using a repeatable bid process. The success of bidding is built upon the three pillars of :

- ◆ Good Governance
- ◆ Trained Staff
- ◆ Documented process



7. Procedure

The main constituents of organisation’s bid process are shown in diagram 2. The input to the bid process is the Business Development strategy, and the output is a successful bid used in contract negotiations. The bid process identifies those bids you believe you can win, and then delivers a compliant bid, on time, to the customer.

Gaining the points to get through to the next round.

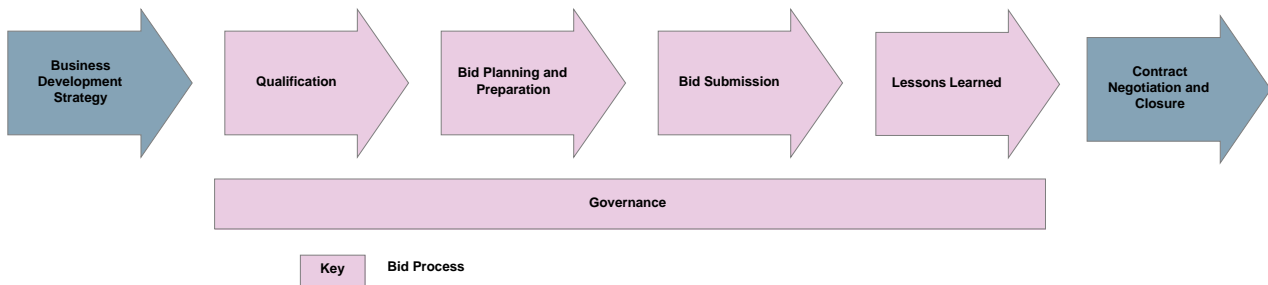


Diagram 2 – Governance and Process – shows the main constituents of the organisation’s Governance and Bid process in the context of the sales cycle.

8. Exclusions

The organisation’s bid process does not include: Business Development Strategy, Contract Closure, Implementation or Business as Usual.

What’s not included

9. What If?

If you have any queries then please contact: 01244 852 544

Queries - Contact point