

# Bid Management

## Proposal Red Team Review

### Purpose

To provide an independent review of a Proposal before submission to your Client. The Red Team reviews and assesses:

- Y Conformance to your Client's requirements
- Y Effectiveness of Sales Themes
- Y Implied risks
- Y Arrogance
- Y Spelling, grammar and typographical errors
- Y Impact

### Benefits

- Y Separates the task of reviewing the Proposal and approving the business, therefore reducing the overhead on Senior Management
- Y Enhances the overall impact and quality of the final Proposal submitted to the Client
- Y The independence of the Red Team provides the opportunity to review the Proposal from the Client's perspective without being contaminated by undocumented ideas and intent
- Y The bid team are often too close to the work in hand to spot their own mistakes

### Method

The service provides a team to review the Proposal in order to verify whether it meets the requirements specified in the Invitation to Tender (ITT), the Request for Proposal (RFP) or similar forms of requirement specification. The Proposal will also be reviewed in the context of the strategy defined in the Bid Directive.

It comprises the following steps:

#### **Step 1 - Preparation**

The Red Team Manager will meet the Bid Manager to obtain the principal bid documentation (ITT, Bid Directive and Blue-Sheet) and to determine the timescale and personnel for the Review. The Red Team Manager will produce and issue a Red Team brief to the nominated members of the Red Team.

The Proposal is issued to the Red Team the day before the Proposal Red Team Review, so that it can be reviewed individually before the group review.

#### **Step 2 - Review**

The Red Team reviews the Proposal and annotates agreed observations using Quality Review Forms. Observations are listed in terms of priority:

- Must Do/Should Do/Could Do –

#### **Step 3 - Feedback**

The Red Team Manager produces a Summary Report to accompany the Quality Review Forms, which are issued to the Bid Manager within 24 hours of the Review. Where the timescale is tight, the Quality Review Forms may be issued to the Bid Manager in draft form, with verbal feedback on the day of the review.

### Deliverables

- Y Red Team comprising:
  - Red Team Manager (WPM)
  - Project Co-ordinator/Scribe (WPM)
  - Project Management Consultant (WPM)
  - Technical Expert (Client) - independent of Bid team
  - Sales Person (Client) - independent of Bid team
- Y Quality Review Forms
- Y Summary Report

### Reporting & Reviewing

The Red Team Manager will report to the Bid Manager for the duration of the service.

The Red Team Manager will issue a Brief to the Red Team members before the review to inform them of the format and objectives of the review.

### Price

Please call 01244 852 544