

Bid Qualification (Opportunity Assessment)

Purpose

A quick and effective service to help you assess a bidding opportunity in order to make a go/no-go decision.

Benefits

- Y A dispassionate view of the value of the opportunity will be provided
- Y Assessing win chance and the value of the opportunity before committing resources will save time and money on those opportunities that are not worth pursuing
- Y Identifies the key issues to be tackled in order to improve the competitive position on those opportunities that are pursued

Method

The consultant will work with your Primary Sales Contact and/or the appointed Bid Manager to gather the necessary information upon which to analyse the opportunity.

The service comprises:

- Y An initial review with your Primary Sales Contact and/or Bid Manager
- Y An Analysis of the information gathered
- Y Production of an updated Blue-Sheet, the initial Risk Analysis and a Qualification Report

The Qualification Report highlights:

- Y Key requirements and Bid timescale
- Y Estimated value
- Y Estimated Bid costs
- Y Estimated win chance
- Y Customer Analysis
 - Needs
 - Urgency
 - Stability

Competitor Analysis

- Who?
- Their capability to meet the prospects needs
- Their relationship with the prospect

- Y Key issues affecting win chance that need to be addressed
- Y Key risks associated with the opportunity should you win
- Y The Qualification Report should be used by your management team to determine whether to proceed with the bid.

Deliverables

- Y Updated Blue-Sheet
- Y Initial Risk Analysis (top level)
- Y Qualification Report

Reporting & Reviewing

The consultant will report to the Bid Manager or the Primary Sales Contact for the duration of the service.

Price

Please call 01244 852 544