



Sales Engine One-Pager

BID SUPPORT



5 MINUTES

THE ISSUE

For many businesses, bids pose a huge challenge...

Not only are they irregular, meaning that there is unlikely to be an efficient **bid process embedded** within the organisation, but they also have the potential to create a series of **tactical challenges**, from quality and consistency around the message through to ensuring sufficient time with the right people has been allocated to the task.

And then of course there are the **strategic issues** that need a clear head to address - is this a bid or no bid situation? What are the wider implications of a win?

TYPICAL RESPONSE

These challenges can prompt uncharacteristic responses from normally rational organisations...

These can range from viewing the bid as a **'large sales proposal'** and placing it solely in the hands of the sales team, creating challenges in terms of solution architecture or assurances around SLAs and other commitments.

Alternatively organisations will **throw people at the problem** with scant regard for structure or the inevitable impact on quality and consistency. Finally, others may turn to longstanding **'industry standard'** processes, ultimately falling into the trap of creating a response that does little to distinguish them from other bidders.

THE SALES ENGINE APPROACH

We take a different approach...

Our heritage means that we empathise and understand the pressures that are put on organisations of all sizes when approaching a bid. Our holistic view not only calls upon our sales and bid experience, but also references the procurement view, allowing us to plan a bid response that ensures the right strategy, messaging and content is delivered in the most engaging and effective way.

PROCUREMENT PERSPECTIVE

Review the opportunity, challenge messaging/USPs & recommend strategic approach

ENGAGE STAKEHOLDERS

Coordinate & support the response, maintain accountability, and retain consistency of message

INTRODUCE INNOVATION & BEST PRACTICE

Challenge content & identify further opportunities to meet the specific needs of the procurement professional

COLLATE & DELIVER

Create a powerful visual document that delivers the impact required to maximise impact of bid