



International Management & Business Consultants

Case Study

Business Development with the International Funding Institutions (IFIs): Bid Management

The GIC team has assisted a wide range of clients with:

- improving their in-house bid planning and production processes;
- strengthening the proposal preparation skills of their management and technical staff through demonstration, training and mentoring;
- assuring the quality and timely output of "live" proposals.

Our Bid Management services are regularly applied both to opportunities financed by the International Funding Institutions and to national private and public sector tenders.

Here are some examples of our recent Bid Management support to clients.

A **well-established UK public sector organisation** had been shortlisted for an EU Accession Country project for the first time and was very keen to get a foothold in this market. With the closing date coming ever closer the members of the bidding team just could not get started; they were having problems both with planning the bidding process and determining an appropriate methodology to offer in the technical proposal. We mentored the team to prepare an effective "recovery" bid management plan and supported their development of a responsive assignment methodology. The resulting proposal was successful.

A specialist division of **a major engineering consulting practice** had submitted four unsuccessful tenders in a row to a client organisation it had been working for regularly in the recent past. We reviewed those unsuccessful proposals and identified two particular weaknesses: they were not addressing the new strategic priorities of the client organisation, and the methodologies appeared to be off-the-shelf rather than thought through afresh to meet the specific requirement in hand. We supported the preparation of the next proposal by putting more emphasis in the offer on responding to the client's wider agenda and, in the newly tailored methodology, highlighting the benefits of the proposed approach rather than, as before, just its features.

A large number of proposals fail because when submitted they are not compliant with the tender rules. A **leading international consulting practice**, having recently had a major offer rejected on the grounds of non-compliance, engaged us to undertake a final independent review of another proposal it was about to submit to ensure that the proposal was legally and administratively compliant with the rules of the funding body.

A **City of London professional services firm**, concerned to maintain its bidding rate but not to take its key fee earners off chargeable work in busy periods, has repeatedly engaged us to "ghost write" entire proposals on its behalf.