



International Management & Business Consultants

Business Development with the International Funding Institutions:

Bid Management

There is no silver medal for coming second in a tender - the winner takes all! Today, bidding for new contracts in both the public and private sectors is far more complex and costly than it was even five years ago and organisations, both large and small, are increasingly calling on our assistance to improve their bidding performance and outcomes.

You may well have found that:

- your organisation is putting disproportionate effort into preparing proposals it has little chance of winning. Typically this is because the important work of spotting and filtering new opportunities is not being undertaken rigorously;
- bidding is a sensitive "political" issue - a proposal is a heavy consumer of resources with no certainty of a return - and identifying spare capacity amongst experienced staff to prepare the proposal can create strain;
- proposals are a struggle for engineers, other professionals and trainees who may lack appropriate writing, marketing and business winning skills.

GIC brings all the benefits of high-level expertise whenever it is needed without you having to carry the fixed costs of a permanent in-house proposals section.

Our Bid Management team is regularly providing direct assistance to clients from a wide range of sectors and disciplines with writing and styling specific capability statements and proposals to give them the winning edge. In particular, we offer the following services on a confidential basis:

- **Direct consultancy assistance** with: identifying sources for spotting new opportunities and supporting the bid/no bid decision-making process; and planning, editing and reviewing proposals in response to tender dossiers and terms of reference for specific opportunities. This can range through generating an effective bid management plan, developing innovative approaches to the specified requirements and expressing complex propositions more clearly, right through to "ghost writing" the entire proposal. We are able to advise on the innovative and competitive presentation of financial proposals as well as with the content of technical proposals.
- **Training and mentoring seminars** to refresh and upgrade the proposal writing skills and techniques of your team members by increasing their commercial awareness, client sensitivity and the firm's internal capacity to deliver timely proposals. This training is always tailored to the particular requirements of the client organisation, typically around a current tender opportunity.

Please contact us for more information on how we can make a winning difference to your next major bid.

Samples of our work can be accessed in our Case Studies section.