



# Need help with your Tenders?



You may also be interested in our other 'Need help with your Tenders?' brochures including:

- **Part 1 - We're here to help,** and
- **Part 2 - What we can do**

See our website under **Downloads**

## The review process...

As part of our service we conduct a tailored review of your opportunity at all stages of the bid management process. A typical review process is as follows:

**BRONZE.** This is the executive strategy review. It is the first review and an opportunity for decision makers to qualify the opportunity before spending company resources. It is the main communication tool between the sales teams and the bidding team/s and should be used to communicate all knowledge about the customer and the opportunity such as customer needs, fears, biases, the competitive landscape, sales price to win, win themes and win strategy.

**SILVER.** This is the executive strategy review. It is the first review and an opportunity for decision makers to qualify the opportunity before spending company resources. It is the main communication tool between the sales teams and the bidding team/s and should be used to communicate all knowledge about the customer and the opportunity such as customer needs, fears, biases, the competitive landscape, sales price to win, win themes and win strategy.

**GOLD.** This is a non-advocate review of the company's business solution and initial technical solution. There may be many gold reviews and their objectives are the same to ensure that the win themes and unique selling points developed during the bronze and silver reviews are reflected in the

solutions. Additional information, changes to approach will be considered and new customer engagement models developed. This is a continuous review process.

**RED.** This is the review that most companies are familiar with. It is a thorough review of the bid, non-advocate and against the customer documentation. The review panel acts as if it were the customer, and reviews and scores accordingly. It is important to ensure that the bronze and silver team recommendations are addressed and that the company's strategy and win themes are articulated accurately and frequently. Low scoring bids may require a second red team review.

**GREEN.** This is the final 'green light' before submission and is to ensure that all parts of the submission are present, the submission criteria are met and that at the executive level the submission is costed correctly, risks are bounded and that the win themes are articulated and clear. This is the final review and hence needs to be as thorough as the first, it needs to be scheduled and resourced with non-bid team members. A fresh review at this stage can make the difference between winning the business and coming somewhere between second and last, but with the same result.



*Contact us today for a no obligation enquiry*

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