

# Quick Tips for Bid Management Excellence & Success

## ◆ Step 1: Strategic Opportunity Focus



Finding your best-fit tender opportunities is challenging! Vast numbers of Contract Notices are advertised on Procurement Portals every day.

Your Sales Team may be spending hours sifting through irrelevant notifications to find potential opportunities. Attempts may be made to play the numbers game to hit targets, with mismatched Notices progressed. And that's before the qualification and approvals process starts.

Strategic focus with defined search and qualification criteria will be critical to ensure smarter targeting. Rapid qualification and approvals of best-matched opportunities with higher win probabilities need to be a priority for handover to your Bid Teams to pursue.

### Overview

- ◆ **Risks:** Pursuing numerous speculative tenders puts undue pressure on your sales and bid resources. Mismatched tenders are likely to result in low scores and reduced win rates. If won, they could make your business vulnerable to reduced profits and damage your reputation.
- ◆ **Action:** Set clear search, targeting and qualifying strategies properly aligned to your business objectives and revenue targets to find and action best-fit opportunities.
- ◆ **Result:** Frees up your Bid Teams and Subject Matter Experts to focus on generating quality responses to best-fit tenders. This makes it easier to demonstrate a compelling supplier offering and strong match to contract requirements.
- ◆ **Benefit:** This improves evaluation scores and win probabilities, as well as optimising your bid investments and safeguarding profits and brand reputation.



This Guide forms part of the [10 Step Guiding Principles](#), a Best Practice Bid Management philosophy developed by the TenderEyes Team. Based on a wealth of first-hand operational, executive and bid governance experience and collaboration with highly knowledgeable corporate bid teams.



## Best Practice Goals

- ◆ Focus pursuit on agreed business strategy, goals, product & service offerings.
- ◆ Align tender selection criteria (CPV codes and keywords) to agreed targeting strategies.
- ◆ Implement clearly defined formal sales methodologies, processes and practices.
- ◆ Use statistical, evidence-based qualification criteria for consistent results.
- ◆ Provide access to comprehensive market and competitor analysis.
- ◆ Give full visibility of relevant information to the entire Bid Team with regular communication, review and support.

## Digital Transformation

The adoption of an enterprise bid management solution will help address the complexities of the bid process and challenging collaboration between the multiple internal and external stakeholders.



## TenderEyes Opportunities Manager Module

### Integrated Portals

Interrogates 35 + Government and regulatory procurement portals (e.g. EU TED, UK FTS, IMF) to identify tenders.

### Automated Activities

Allocate opportunities to individuals and set automated alerts, tasks and meetings for team members and approvers.

### Reduced Risks

Resolve opportunity queries and potential risk factors as well as allocate and control approvals and completion.

### Targeted Pursuit

Align search and filter criteria to corporate objectives and goals using CPV Codes and keywords.

### Pipeline Management

Set KPIs and customise views for opportunity pipeline, progress, deadlines and upcoming contract renewals.

### Quality Qualification

Configure to set sales models and qualify against financial hurdles, geographic limits, competitive positions.



## Interested in Taking a Deeper Dive?

Let our team show you how the TenderEyes Enterprise Bid Management Solution can help transform your tender processes and success!

[Book My Demo](#)

## ◆ About TenderEyes

TenderEyes is the leading Enterprise Bid Management solution designed to empower end-to-end opportunity, tender and contract success.

The scalable, configurable platform includes powerful intuitive tools, workflow automation and in-built best practice, all to deliver smarter collaborative working.

Proven across teams, divisions and geographies within long-standing global top tier customers and across multiple sectors in 24 plus countries in 5 continents.

**Empowering Bid Excellence & Success!**

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