

# Quick Tips for Bid Management Excellence & Success

## ◆ Step 5: Competitive Advantage



Bidding for Tenders is a highly competitive pursuit! Your competitors will be doing their utmost to win the contracts.

Competitor knowledge often resides informally with individuals within Marketing and Sales Teams. Your Bid Team and Subject Matter Experts may have limited or no access to this valuable resource. Time may be wasted trying to better understand the competitive environment and tender responses written with limited or no competitive positioning included.

An easily accessible, centralised competitor resource will provide greater insight. Providing opportunities to craft more compelling tender responses that downplay competitors' advantage and highlight your own.

### Overview

- ◆ **Risks:** Using limited competitor knowledge may squander opportunities to incorporate competitive advantage within tender responses. Even worse, inaccurate, out-dated insight may result in highlighting capabilities where you no longer own competitor advantage.
- ◆ **Action:** Undertake regular competitor analysis and review of their tender submissions and scores where publicly available.
- ◆ **Result:** Provide intelligence and identified competitor weaknesses to help your Subject Matter Experts in the formulation of bid responses.
- ◆ **Benefit:** Development of more sophisticated tender responses that highlight competitive edge.



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.

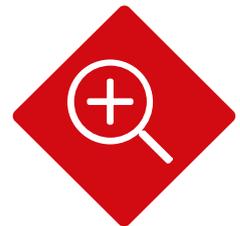


## Best Practice Goals

- ◆ Establish formal mechanisms and a central repository for gathering, updating and accessing all competitor knowledge. Encourage contributions from across the whole business.
- ◆ Assign content owners and expiry dates and undertake regular quality checks.
- ◆ Provide access to competitor profiles for Subject Matter Experts and Bid Teams to craft competitively positioned tender responses.
- ◆ Regularly analyse competitors bid performance, responses and scores to improve your own responses and build stronger competitive advantage.

## 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 Competitor Insights Module

#### Structured Library

Store all competitor knowledge in a centralised structured library with 3 levels of detail.

#### Product Portfolios

Easily identify, populate and search detailed competitor product details and pricing, lifecycle and SWOT analysis.

#### News Feeds

Create links to competitor and industry RSS & Social Media feeds for up-to date announcements.

#### Competitor Profiles

Record competitor company contacts, location, strategies and key messages and create links to associated bidding projects.

#### Tender Responses & Scores

Input evaluation criteria, competitor responses, scores and client feedback from public sources.

#### Performance Analysis

Access dashboards showing scores and use PowerBI tools linked to Tender Portals to monitor competitor results.



## 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!**

## ◆ For further information please contact:

TenderEyes Software Ltd  
Oakwood  
Grove Business Park  
White Waltham  
Berkshire SL6 3LW  
United Kingdom

+44 (0)333 5774644

[enquiries@tendereyessoftware.com](mailto:enquiries@tendereyessoftware.com)

[www.tendereyessoftware.com](http://www.tendereyessoftware.com)