



EVALUATING AND DEVELOPING YOUR ORGANISATION'S ABILITY TO BID

This list is relevant for sales and marketing teams, bid and funding professionals and business owners / managers.

SIMPLE BID / NO BID CHECKLIST

The simple bid/no-bid checklist is the list of questions you should ask to yourself to gauge benefits over risks of bidding. It is a good "screening guide" to determine a) whether the opportunity is a strategic fit; and b) whether your organisation has the capability to deliver the contract requirements.

1. Expected contract or project value
2. Contract (timeframe); sole provider vs consortium – is it the right size for the organisation?
3. Any conflicts of interest
4. Local, national or international client (opportunity to cross sell)
5. Mandatory requirements
6. Investment needed (hiring, technology support etc)
7. Return on Investment (ROI)
8. Design / technical expertise
9. Executive / project management expertise
10. Depth of relevant experience in similar area
11. Do we need to partner?
12. Who is the competition?
13. Differentiators from competitors
14. Political considerations
15. Previous relationship
16. Appeal of customer / client (growth or greenfield client) – profit, growth or strategic potential
17. Do we have sufficient resources to respond within the timeframe?
18. Can we realistically manage the risks if we win?

Bid recommendation

Bid

No Bid

Reasons