

How Good Are You?

Whether you're on your own or leading an intra-company team, you can use this checklist to audit your bid, proposal and tender process.

Give yourself a score out of 5 for each area.

We always use...	Score
a structured and resource-efficient bid management process	
compliance matrices so we know we are answering everything customers ask	
correct grammar and punctuation to show professionalism and attention to detail	
a standard format which displays consistency across the company	
a unique selling point so that our documents stand out from the crowd	
persuasive and positive language	
We are confident about...	
what to put in so that the full benefits of our offers are clear	
what to leave out so that our documents are not confusing or cluttered	
influencing our potential customers	
how to manage the bid process from pre-notification through to repeat tender	
selling at higher prices	
writing specifically for the decision makers	
We understand...	
how customers review and score our bids	
how to make it easy for customers to give us the business	
the importance of executive summaries and covering letters	
the cost of change and the risks which customers may face	
how to build trust with potential customers	
which prospects should be 'qualified out'	

To stay ahead of the competition, you should be scoring 3 or more in every category. We can help you to increase your scores.

To talk informally with the trainer who would work with you contact us by phone on 01506 203325 or by email on sales@rotheragroup.com

All training carries a satisfaction guarantee.

inspiring knowledge, winning tenders