
Overview

This standard is about preparing to bid. It focuses on activities that need to be undertaken prior to making a 'bid no bid' decision.

It is relevant to sales and marketing teams, bid and funding professionals and business owner / managers.

**Performance
criteria**

- You must be able to:
- P1 where appropriate, undertake activities to influence the buyer or funder in order to increase the organisation's probability of success
 - P2 select opportunities to bid in line with the organisation's business strategy
 - P3 obtain relevant information about the bid in order to inform pre-bid understanding and bid opportunity capture strategy
 - P4 agree the information to be gathered and the approach to be taken
 - P5 plan the research and agree timescales and resources
 - P6 collect and analyse valid information on the opportunity, including the any buyer/funder policy, the market, relevant stakeholders, competitors, and the offer type, in order to improve competitive advantage
 - P7 obtain bidding documents and seek any necessary clarification from the customer
 - P8 identify and prioritise the resources and expertise required to fulfil bidding
 - P9 assess risks associated with the bid type
 - P10 consult with internal and external stakeholders and seek guidance from appropriate experts where necessary
 - P11 make recommendations to inform the bid no bid decision based on cost to bid and benefits of bidding
 - P12 agree a bid action plan and timings with decision makers

**Knowledge and
understanding**

**You need to know
and understand:**

- K1 appropriate legal, regulatory and ethical requirements that relate to bidding
- K2 current best practice relevant to bidding
- K3 the principles of a bid opportunity capture strategy
- K4 the types of information that are relevant and how to obtain them
- K5 key marketing techniques and ethics involved in influencing business activities
- K6 common approaches to research
- K7 sources of valid information, and methods of collecting and analysing different types of information and data
- K8 different approaches to resourcing bids and the circumstances in which these might be applied
- K9 how to undertake a risk assessment
- K10 organisational procedures for checking contractual terms
- K11 sources of available expertise
- K12 how to produce bid no bid recommendations, based on evidence and analysis of strategic and contextual factors

Additional information

Skills:

- Analytical thinking
- Decision-making
- Influencing
- Planning
- Research

Glossary:

Capture planning: is the process of identifying opportunities, assessing the environment, and implementing winning strategies oriented towards capturing a specific business or funding opportunity.

Capture strategy: (or sales or win strategy) is a plan to win a specific opportunity.

(Source: APMP – Glossary of terms)

CFABAT002
Prepare to bid



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