

The 7 Principles of Winning Tenders



ITT/RFP received



This best practice is based on research into 90 audit, management consulting, tax and training bids. Firms that follow these principles systematically win more proposals.

Pre-qualification (**Principle 1**) results in a better end-product, higher ROI, lower opportunity cost. If you decide to bid, your best team must be able to win and do the work. Research shows that clients buy the team, not the firm (**Principle 2**).

Principle 3 is about performing outstandingly from start to finish, through excellent planning, teamwork and communication skills.

Principle 4 is how to unlock a winning bid: meeting the client allows you to build relationships, add value, uncover their needs and differentiate your firm.

The role of the document (**Principle 5**) is to capture what was agreed in the meetings in a compelling way and get the client's buy-in to it.

Principle 6 (the 'beauty parade') is about delivering a winning presentation that convinces the client to hire you.

And **Principle 7** is using learning for continuous improvement, so that each bid is better than the last.