

# NGI

## INTERNATIONAL TENDERS: HOW TO WRITE A WINNING OFFER

3<sup>rd</sup> webinar



# PRESENTERS

**Robert MISKUF CEO**  
**PEDAL Consulting**



**Innocent MATEEKA, Project Manager PEDAL**  
**Consulting**



# INDEX

- INTRODUCTION
- HOW TETRA CAN HELP YOU TO WIN BUSINESS ABROAD AND HOW TO GET INVOLVED
- HOW TO WRITE A WINNING OFFER
- Q&A

# INTRODUCTION

- What we have covered so far in the previous webinars and bootcamp;
  - ✓ Difference between tenders vs. grant
  - ✓ How to find a right tender
  - ✓ How to set up a consortium
  - ✓ Secret strategies on how to win a tender
- Our Story (Next Slide)

# OUR STORY



## The Numbers



**2010**

Kick-off Year



**€40.1M**

Projects Managed



**40+**

EU/US contracts



**40+**

Strategic Partners



**150+**

Clients



**100+**

Unsuccessful Proposals

ETRA

Activate Windows

# HOW TETRA CAN HELP YOU WIN BUSINESS ABROAD AND HOW TO GET INVOLVED

By Robert Miskuf CEO PEDAL Consulting

# 30 NGI REPRESENTATIVES WILL GET ACCESS TO TENDERIO PLUS SERVICE

Where they will get access to;

- An Enhanced Search Tool. Search based on keywords, sector or country, Tender titles translated to English, Deadlines and country procurers. Including personalized login details to access full tender documentation.
- Automatic Alerts. Automatic notification as soon as a relevant tender is detected.
- Unlimited Access to the Helpdesk. Guaranteed Response time within 48 hours.
- Benchmarking tool. Which helps you to evaluate your business development model in comparison to other companies in your sector.
- Monthly one – on – one skype consultation with an expert.

# HOW TO WRITE A WINNING OFFER



# HOW TO PREPARE YOUR BID

## Prerequisites

- Read about the tenderer, tender context and content
- Be brief and present only relevant qualifications
- Present your competitive advantages
- Use the forms provided
- Identify a local partner
- Contact/visit the client before the tender notice

# HOW TO SET YOUR PRICE 1/2

## Pricing:

1. Internal break-even
2. Maximum amount
3. What is the ration between quality/price
4. Benchmarking

Financial offer in a separate envelope, opened only if you pass previous thresholds.

# HOW TO SET YOUR PRICE 2/2

## Tenderio 'bench-marking service'

Another pointer for a suitable offer is the past winning offers. By looking at the pattern of previous tender offers, especially in the related business domain, you can infer an adequate amount to place that is more likely to lead you to success.

- What **companies are successful** in a given segment?(Common Procurement Vocabulary -CPV)
- Where are they **from**?(Country)
- Are there usually **many tenders** in my segment?(Past Tenders)
- Is there a lot of **competition** in my segment?(Number of offers)
- What are the **usual assessment criteria**?(Lowest Price / Weight)
- Who is **publishing tenders** with the higher success rate?(Type of authority)
- Who is bidding for tenders in my **contract size target**?(Contract size)

More information at [tenderio.com](https://tenderio.com)  
**11**

# EVALUATION AND CONTRACTING

## Evaluation criteria

- Exclusion criteria
- Selection criteria
- Award criteria
- Financial factor

## Contracting

- Model Contract
- Flexible to certain extent
- Pre-financing arrangements/IPR
- In case of Framework Contract – negotiation of the duration of the order (renewal)
- Applicable law

# KEY INFORMATION ON COMPLETING THE TENDER FORM

## ○ Bidding forms checklist

- ✓ The checklist ensures that you submit all critical documents.
- ✓ Make sure to follow all the instructions not only for preparation, but also for submission, e.g. technical proposal shall not contain anything related to pricing of your proposal. If this happens, the contracting authority has right to reject your tender.

## Section 6: Returnable Bidding Forms / Checklist

This form serves as a checklist for preparation of your Proposal. Please complete the Returnable Bidding Forms in accordance with the instructions in the forms and return them as part of your Proposal submission. No alteration to format of forms shall be permitted and no substitution shall be accepted.

Before submitting your Proposal, please ensure compliance with the Proposal Submission instructions of the BDS 22.

### Technical Proposal Envelope:

Have you duly completed all the Returnable Bidding Forms?	
▪ Form A: Technical Proposal Submission Form	<input type="checkbox"/>
▪ Form B: Bidder Information Form	<input type="checkbox"/>
▪ Form C: Joint Venture/Consortium/ Association Information Form, if applicable	<input type="checkbox"/>
▪ Form D: Qualification Form	<input type="checkbox"/>
▪ Form E: Format of Technical Proposal	<input type="checkbox"/>
<b>Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?</b>	<input type="checkbox"/>

### Financial Proposal Envelope

(Must be submitted in a separate sealed envelope)

▪ Form F: Financial Proposal Submission Form	<input type="checkbox"/>
▪ Form G: Financial Proposal Form	<input type="checkbox"/>

# TIPS AND TRICKS ON INCREASING YOUR CHANCES ON WINNING THAT TENDER 1/4

## ○ Be informed and proactive

- ✓ Read relevant documents related to the industry or sector or organization of interest and the country (e.g. Organizations strategy in that particular country)
- ✓ Read / understand the basic procurement rules applied for that organization or country
- ✓ Do your research on the project history, previous forecasts, future outlooks
- ✓ Respond to General Procurement Notices (GPNs), the contracting authority has to notify you when the procurement notice is out, but before that this gives you an opportunity to introduce yourself and get client's attention

## ○ Strategic considerations

- ✓ Consider focusing on smaller assignments awarded via Direct Selection or Selection from Shortlist first – the first contract with that corporation or organization enables you to demonstrate your excellence.
- ✓ Be selective
- ✓ Do you have any comparative/competitive advantage (e.g. expertise in a specific field or region, do you have relevant linguistic skills)?
- ✓ Level of competition? What sort of firms normally compete in and win this type of contract? (Benchmarking)
- ✓ Attend or participate in networking events in the relevant industry of interest with the right people (particularly important in regard to being considered for direct selections).

❖ *Note: Once the procurement notice is published, all communication related to the assignment shall be regulated in accordance with the RfP.*

# TIPS AND TRICKS ON INCREASING YOUR CHANCES ON WINNING THAT TENDER 2/4

## ○ Strategy for winning contracts

- ✓ Particularly for competitive selection, review documents early and submit questions in writing
- ✓ Ensure you meet the minimum requirements
- ✓ Consider joining forces – consortia or subcontracting. (But be aware of particular procurement rules regarding participation in multiple EOIs/tenders)
- ✓ Check logistics (reliable translators, couriers, etc.)

## ○ Join forces

- Be realistic! Can your company match the submission/evaluation criteria? If not, consider:
  - Consortia or subcontracting opportunities, identify potential local, regional or international partner firms to complement your firm's strengths (know-how, project references, key experts). Often local expertise is highly valued.
  - engaging external experts to satisfy requirements related to key personnel (Note, some organizations are not permitted to recommend you, nor may find / recommend subcontractors for you)

# TIPS AND TRICKS ON INCREASING YOUR CHANCES ON WINNING THAT TENDER 3/4

## ○ Try to look from the evaluators' perspective

- ✓ The key is to enable the evaluators to quickly and easily find and assess the relevant information
- ✓ Show, don't tell: Demonstrate, don't merely assert
- ✓ Consider your application from the perspective of the evaluation committee. Convince them that you are someone they can work with.

## ○ **Are you able to easily assess your firm's strengths and compliance with evaluation criteria? Submit documents that are:**

- ✓ Tailored (adapt your regular standard documents)
- ✓ Focused (all key points / evaluation criteria addressed?)
- ✓ Concise & consistent (table of content, clear structure & headlines, easy to assess, short sentences, use tables instead of running text when appropriate etc.)
- ✓ Accessible (submit one pdf-file, not many)



# TIPS AND TRICKS ON INCREASING YOUR CHANCES ON WINNING THAT TENDER 4/4

- **Finalizing a top-notch proposal.**
  - Check Submission Requirements in the Procurement Notice
  - Give an indication of:
    - contracting parties (client, consultant)
    - your role (lead, consortium, subcontractor)
    - timeframe, value
  - Focus on concrete experience

# BIG DON'TS THAT YOU SHOULD TRY TO AVOID AT ALL TIMES

## 1/2

- Do not submit financial offer when selection is based on quality.
- Do not add financial offer to EOI or first stage tender (unless otherwise requested) Do not include methodology or work plan (unless requested)
- Do not apply if your firm is not eligible (check eligibility clause in the notice)
- Do not include unavailable experts
- Do not submit late
- Do not communicate with the Client after publication of notice outside of regulated channels
- Do not stay silent on conflict of interest!
- Do not offer alternative solution/tender if it is not allowed.
- Do not change templates
- Do not have unrealistic budget expectations

# SUCCESS STORIES



# GET IN TOUCH!

[INFO@TETRAPROJECT.EU](mailto:INFO@TETRAPROJECT.EU)



The NGITETRA project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 825147