

# Live Bid Support

Even the most successful bid teams sometimes just don't have the capacity necessary to handle the new "must win" bid. So, do you pass on the opportunity or press on regardless and submit something that in your heart-of-hearts you know will never cut the mustard? Our live bid support services help you deliver your proposal on time and to the exacting standards demanded by your prospect. Meaning that you win more.

## Ever Been Here Before?

Is this a situation that you recognise ... your Bid Team has been maxxed out for months, your best guys are staggering like zombies from one bid to the next, there's been no time to sit down and learn from recent projects when suddenly you're asked to deliver "the must win" bid?

Let's be honest, you just don't have the internal resources nor the time available to develop a head-turning proposal at the desired quality standard. What are your options?

**Well, you could simply "No Bid" and wave goodbye to the opportunity ... if only the boss would let you!**

Or you could just do the best you can under the circumstances ; which you know isn't good enough and could have ramifications for your organisation's reputation and even your own career trajectory.

Alternatively, you could call in the bid experts and invite us in to

assist in the creation of the Winning Proposal.

We'd like to think that this last option is your best option, but how exactly do we help in this sort of situation?

Our core Live Bid Support services include:

- Win Theme Development and Differentiation
- Leadership and Control
- Project Management
- Crafting the Executive Summary
- Bid Writing
- Graphics Creation
- Short-listing Presentation
- Bid Strategy and Planning

These services are designed to give you full control over the proposal development cycle.





**In six weeks they helped grow our funnel by £65m, £31m of which became closed business within four months - a fantastic achievement!**

*Strategy and Marketing Director*



### Win Themes (Differentiation)

The Winning Proposal invariably has just three to five killer win themes that put very clear water between you and your competitors, and which consistently serve as the “golden thread” across all of your proposal materials.

Your Bid Team and other contributors will be facilitated to arrive at the very best win themes and be guided to correctly deploy your win themes consistently through your entire proposal.

### Leadership and Control

Would your Bid Team and Manager benefit from an external - but approachable - expert who is able to give oversight and objectivity at the strategic level for your bid? Quantum is ready to provide you with such expertise and offer the guidance required to raise the quality of your proposal.

### Bid Project Management

Perhaps your greatest challenge is getting everything done on time? When strong and timely execution of the essential steps to complete your bid to the necessary quality standards is crucial, our Project Managers can instil the tactics and discipline required to meet your plan.

### Crafting the Executive Summary

The Executive Summary is right up there with your Financials section as the most important element of your proposal – you’ve simply got to get this right.

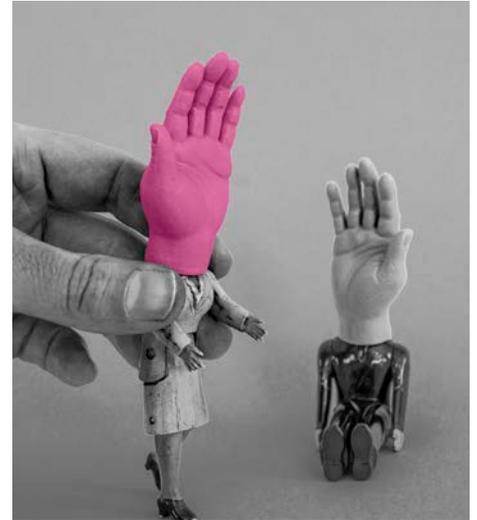
If you don’t get the Exec Summary sorted it’s very likely that your proposal will fail.

Following your brief we create (or re-work) the Executive Summary for you. A professional Executive Summary additionally helps serve as a “yardstick” which is then applied to the rest of your proposal documentation. This ensures consistency of flow and keeps your readers focused on the unique, differentiated benefits that only you can bring to them.

Or a service that you might value even more ... we will show your team exactly how we do it, so that you can develop fantastic Executive Summaries in the future completely independently.

### Bid Writing

Has one of your bid writers gone down sick (perhaps with the stress of recent workload?!), or perhaps you just don’t have enough manpower available to meet your bid deadline?

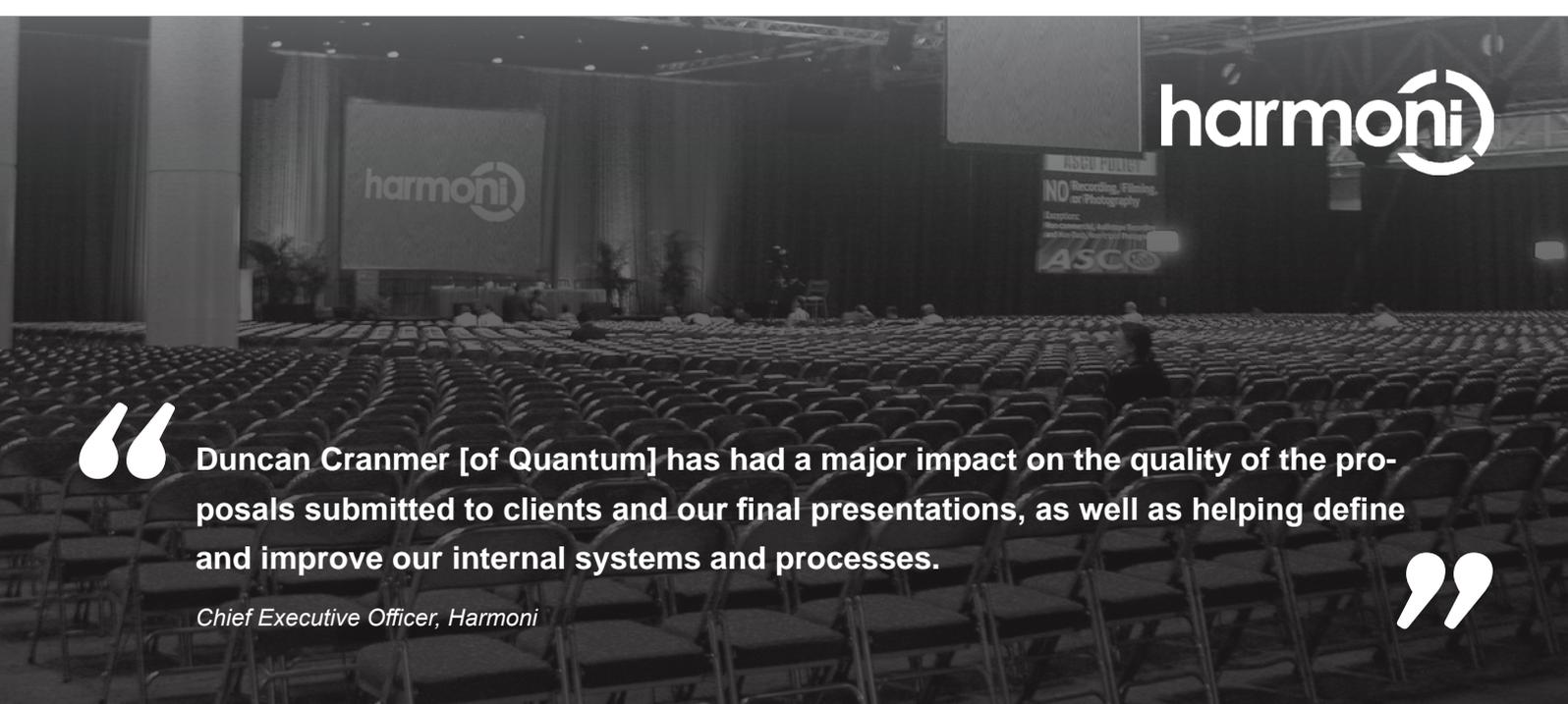


Outsource the problem to us!

We’ll write the sections you ask us to ... or even do the whole thing.

### Graphics Creation

We live in an era when we need to get the message across really quickly, at a single glance. Just think about how you operate yourself. If you don’t “get” a new idea straightaway then aren’t you very likely to move on to something more interesting and rewarding? In your intended readers’ case this might be your competitor’s bid.



**harmoni** 



**Duncan Cranmer [of Quantum] has had a major impact on the quality of the proposals submitted to clients and our final presentations, as well as helping define and improve our internal systems and processes.**

*Chief Executive Officer, Harmoni*



# When the slog of bidding gets too much - or you need to make specific, targeted improvements - we are here to turn your next proposal into the Winning Proposal.

A picture paints a thousand words (as the time-honoured cliché goes), but a great picture also keeps the word count down!).

We take your complex, important ideas in raw text (and even verbal) form to re-create them as stimulating and intuitive graphics that are instantly grasped by your readers and reviewers ... your buyers!

## Shortlisting Presentation

Getting the bid out of the door and to your prospect on time always brings a mighty sense of relief, but the workload doesn't end there, of course.

High value proposals and tenders necessitate attendance at one or more shortlisting presentations.

Unfortunately, some of the people that you want to involve in the shortlisting presentation may have had only limited – and potentially zero – involvement in the development of the proposal itself. Yet you cannot afford the risk of all the effort that you have put in so far going to waste at the final hurdle.

The shortlisting team must be brought to the point where they are all “on the same page” ... and that “page” must be visual, compelling and different.

Working with your nominated team we will develop a powerful presentation for your forthcoming shortlisting meeting (usually in Microsoft PowerPoint).

And yet a wonderful shortlisting presentation alone will not suffice.

Even the most experienced directors and knowledgeable operations personnel, for instance, can trip up during the Q&A (Questions and Answers) session that follows the shortlisting presentation.

So we get your team to the point where that won't happen (yet without the team appearing “unnatural” or “rehearsed”).

By the time your dreaded shortlisting meeting comes around you can be confident that everyone is going to shine and really impress the selection panel.

## Strategy, Planning and Training

Quantum's core Live Bid Support services get your bid over the line, on time and at a higher quality standard than would have been possible using only internal bid resources.

But take a step back ...

... are you consistently struggling with bids? If so, perhaps a more fundamental solution is required?

A new and more systematic approach will make you fundamentally stronger and better-prepared for all future bids.

So, if you want to strengthen your organisation's overall proposal capabilities you might also wish to consider our Strategy and Planning Services and our Training Services.

## Our Live Bid Services - Putting you Back in Control



Win Theme Development and Differentiation



Leadership and Control



Project Management



Crafting the Executive Summary



Bid Writing



Graphics Creation



Short Listing Presentation



Bid Strategy and Planning



**Canon**



They took my outline ideas for the presentation and created a version that was visually very impressive and thoroughly engaging for the audience. A job well done!

*EMEA Project Director, Canon Europe*



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