Bid / No-Bid Decision Checklist

Three questions to answer honestly before committing time to any tender

Q1

Has the buyer heard of us?

- [ ] We have had direct contact with this buyer in the last 12 months
- [ ] We can name a specific contact at this organisation
- [ ] We have attended a market engagement event or briefing with them
- [ ] We have submitted a bid or response to this buyer before

Q2

Can we evidence the core requirement?

- [ ] We have a relevant case study, named, specific and comparable in scale
- [ ] We have a reference contact willing to speak to this buyer if asked
- [ ] We have performance data that demonstrates delivery quality
- [ ] Our evidence comes from a contract of similar size and complexity

Q3

Is there a plausible reason we would win?

- [ ] We have identified the likely incumbent and understand our position relative to them
- [ ] We can state specifically, not generally, why we would beat the competition
- [ ] Our price point is competitive for this category of work
- [ ] We offer something material that others in this market are unlikely to match

Decision Guide	
All or most yes,	Bid. Put your best people on it.
Some nos,	Bid carefully. Know where you are weak and plan around it.
Mostly no,	Don't bid. Use the time on market engagement that changes the answer next time.

Most useful when completed ***before*** *reading the tender documents in detail. The deeper you get into the detail, the harder it becomes to walk away.*