

RDP National Supply Chain

Meet the Buyers Event

Workshop Presentation – Successful Tendering

11th August 2021

Creating a winning tender

- Not an exact science
- But there are useful tools you can develop – build your toolbox!
- Use the tools as appropriate to tailor your response
- It's all about scoring – use the scoring criteria as a guide



Agenda

- Build a value proposition
- Create a rough structure for your answer
- Brainstorming via storyboards
- Highlight client benefits – BSE thinking
- Turning your USP into a CVP
- Writing “the gist”
- Highlight / quantify your experience
- High scoring vs low scoring bid



Build a value proposition for the overall bid



Create a rough structure, based on the question

Example question:

With reference to the successful delivery of the project, please identify:

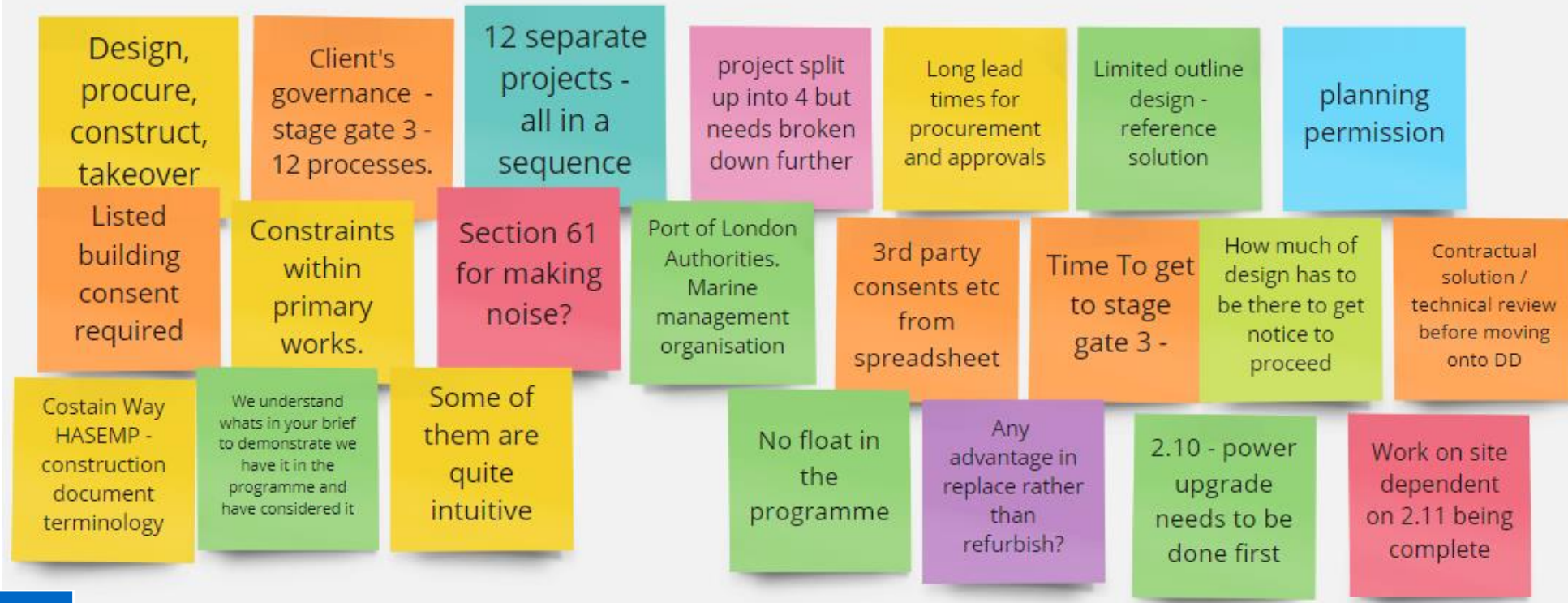
- *The 3 most significant challenges as you see them and how you would overcome them*

Challenge 1:

- Description of challenge:
- Risk it presents:
- Proposed Mitigation:
- Benefit:
- Our previous experience of this:

Brainstorming via storyboards

A text account of your sequence of works and methodology, describing the critical path and the sub-critical paths in the programme and the float



Highlighting client benefits ... BSE thinking

- Benefits ... Solutions ... Experience

Question			
Must have words	Solutions	Benefits	Experience
Replay key words back from the tender documentation (signposting)	What are we going to do? (What could we do?)	What's in it for the client? (Deliverable outcome benefits)	Where have we done this before? What did we achieve?
What are their priorities? Can any anxieties be addressed?	Description	Savings in cost? Time?	Case studies

Always try to turn your USP into a CVP

- **USP** = Unique Selling Point – talks about yourself
- **CVP** = Customer Value Proposition – talks about the customer

Unique Selling Point (USP)	Customer Value Proposition (CVP)
Costain is a leading contractor in the delivery of carbon capture and storage solutions	Costain offers CLIENT certainty in a new industry that we can get it right and deliver realistic solutions
Costain has very good relationships with our clients in Manchester and we get lots of repeat business	CLIENT can trust Costain. We will identify your challenges and work hard to solve them. We won't walk away until you are happy with the results.



Writing “the gist”

- Summarise your answer at the start of the response

Building a compelling case for the Client project and enabling a 2021 FID decision through a technically and commercially robust FEED delivered by a trusted team.

The selection of Costain as a delivery partner for the Client FEED will provide:

- **A robust technical solution and dependable estimate to establish the case for Final Investment Decision:** Full project lifecycle capabilities, performance confident to deliver
- **Delivery assurance and governance:** A trusted and proven delivery team with previous experience of working with the Client
- **Measurable savings on your proposed budget:** Offering below ITT budget, fixed price estimates for all scopes, with further discounts available if we are awarded multiple scope

Highlight / quantify your testimonials / experience



“What Costain is doing company-wide is very impressive. We have not seen another organisation in the world approaching behaviour-based safety from a leadership perspective as Costain is.”

Tim Ludwig – Managing Commissioner, Cambridge Center for Behavioral Studies



Positive implementation of CBS at the project level – High Speed 2

At our HS2 Enabling Works project, we used CBS to integrate safety into planning and delivery of archaeological excavations, designing works to remove non-essential tasks from our specialists and improve their working environment. This enabled them to focus on core tasks and manage the associated safety risks. Site supervisors had behavioural training encouraging people to speak up, stop work where necessary and offer alternative approaches which were safer and more efficient. The project had zero reported incidents over 97,450 hours worked, with zero loss or damage to heritage assets and £2.9m being returned to the client.

High scoring vs low scoring bid

High scoring

- Bid clearly highlights client benefits
- Good understanding of client challenges and how to address them
- Evidence of successful execution of similar scopes CVs show good competence
- Graphics provide clarity

Low scoring

- No reference to the benefits for the client
- Talks about yourself rather than the client
- Evidence is poorly aligned to the scope
- No images or graphics