

Selling to the Public Sector

Checklist for Participation and Preparatory Measures

1 Preparatory measures

The main success factors when entering this market are the technical, human and financial resources assessment. Especially when managing a project abroad.

Spend sufficient capacities to evaluate the additional value of your services and/or products for the buyer with regards to technical, geographical, cultural, logistic advantages.

- Invest in market research
- Evaluate tenders (current and past)
- Think of possible partners for joint bids
- Think about working with your competitors!
- Approach successful supplier (local partners are a plus)
- Promote your company as a subcontractor
- Take the commitment seriously and dedicate sufficient resources
- Invest in your team's tendering skills
- Establish the internal processes and responsibilities within your organization

2 Tender Search

- Define objectives, markets, types of projects according to the company's international strategy
- Identify relevant tender databases
- Organise search or subscribe to a tender search service

3 Evaluation of Tender Notices and Requests for Proposals

Decision on whether to bid or not

- Risk management: Do you have a chance to win and make a profit?
- Can you meet the specifications and deadlines?
- Do you have sufficient human resources available for the preparation and the management of the bid/project
- Do you have the necessary capacities to write the bid and deliver? (technical resources as well as administrative staff)

4 Bid Management, Bid Planning and Bid Preparation

Centralise expertise in a bid manager

Design a storyboard/timeline and assign tasks

- Who will be responsible for the technical part?
- Who will check the tender documents for faults/ambiguities?
- Who has enough experience to ask bidders' requests?
- Who will be responsible for the commercial part?
- Who will be responsible for the red tape part?
- Who is bid leader and in charge of motivation?
- Who will be responsible for the finalisation of structure and content of bid?
- Who will do the risk management?
- Who will do the post-bid review?
- Who will contact partners or subcontractors?

If it is e-procurement, check technical compatibility and digital signature (if required)

Are you familiar with complaint procedures and associated deadlines?

4.1 Deadline planning

Create a timetable for the following deadlines:

- Request tender documents until
- Deadline for request of
- Latest date to ask questions
- If needed: provide sample products until
- Deadline for input from sub-contractors
- Deadline to file a complaint
(especially when bidding abroad and you're not familiar with the legislation)
- Deadline (day, time) to hand in bid
- Date of presentation (if relevant)
- Time of awarding/end of validity
- Delivery date/Execution time

5 General Rules and Tips for Bid Writing

- Don't provide not requested material
- Your cover letter and other materials shall not include your general terms and conditions (GTC) or other conditions, unless you are explicitly asked to do so.
- Forms need to be filled in completely
- Indicate all subcontractors if required
- All requested price indications need to be filled in (no mixed calculation)
- Do not change/add anything to the tender documents (don't delete, don't add comments and not requested entries).
- If you have to correct your own mistakes in the offer, this has to be marked clearly, corrected, signed and dated.
- Enclose all attachments (proof of suitability, certificates etc.).
- Submit all declarations
- Do not enclose further, not requested documents.
- How are the bids to be submitted? (post, personally, ...)
(original documents and forms provided by the contracting authority)
- Be careful when writing the bid
 - Avoid common errors:
 - Avoid copy/paste errors
 - Avoid typos

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If you have any further questions, please contact your local Enterprise Europe Network
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