

Tender Management

Choosing the right partner



Which suppliers should we include?

How can we generate interest?

How can competition be encouraged?

How will we select a winner?

How can long-term success be assured?

As with any long-term commitment, finding the right partner is often the key to success. Knowing answers to such questions from the outset ensures the best possible chance of long-term commercial advantage.

SELECTING THE RIGHT PARTNER

PREPARING FOR SUCCESS

Our tender management service provides you with a wealth of experience in finding, approaching, negotiating and implementing key strategic partnerships.

Using a combination of proven methodologies, innovative techniques and practical industry experience, Affinity Solutions is ideally placed to design and manage a tender process which realises the full potential of the opportunity you are presenting.

DELIVERING THE PROMISE

Each tender management process is tailored to meet the particular needs of individual clients and will typically include:

- ❑ **Strategy** – What is the overall potential of the opportunity? Are there alternatives to a formal tender such as a general market review or the renegotiation of an existing relationship?
- ❑ **Selection** – Who should be included within the tender?
- ❑ **Communication** – How can the opportunity be best explained? How can interest be generated and sustained? How will tender documentation be produced?
- ❑ **Management** – How can a fair process be ensured? How can unwanted advances from potential suppliers be prevented?
- ❑ **Evaluation** – How can responses be compared? How will a winner be chosen?
- ❑ **Negotiation** – How can competition be encouraged and managed? How will the best deal be negotiated?
- ❑ **Contractual** – What is the best business relationship to suit the opportunity (strategic alliance, joint venture, partnership agreement)? How can the contractual agreements best fit this and protect intellectual and ownership interests?

- ❑ **Implementation** – How can the partnership be integrated into current operations?

ACCOUNT EXPERIENCE

Affinity Solutions' experience of tender management spans a number of different business sectors including:

- ❑ Strategy development, selection and implementation of a general insurance partner on behalf of one of the UK's best known 'high street' retailers
- ❑ Selection of a motor insurance partnership for Europe's largest fleet operator
- ❑ The selection of affinity credit card providers for several of the UK's most high profile charities
- ❑ Advising several organisations on pre-tender market reviews and 'benchmarking' of existing relationships
- ❑ Managing the tender process and implementation of an investment and underwriting partnership for a major trade union intermediary

AND THE NEXT STEPS...

In our experience, the period following a tender and the selection of a partner is almost as important as the tender itself. This is the key phase in which the foundations of shared success must be created.

This is why Affinity Solutions offers extensive account management support to assist in the smooth set-up of new affinity propositions. Key areas include:

- ❑ Marketing
- ❑ Performance management
- ❑ Process and service development
- ❑ Operational integration

Please refer to the "Account Management" leaflet in this pack to find out more about how we can help you in the key stages following a tender.

Is tender management right for you?

- Are you clear about what you want from the relationship?
- Do you know what the opportunity is worth?
- Do you know how other similar deals have worked in the past?
- Do you know how to generate interest?
- Are you confident about your selection criteria and processes?
- Do you know how the partnership will be integrated with your existing structure and operations?

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AffinitySolutions
Creating Value from Partnerships