

# Tender Responses

## Create winning tender responses



The ability to win tenders is essential to many businesses, yet many tender responses do not address such important questions - which can make the difference between success and failure.

How should we structure our response?

How competitive is our proposition?

How will we stand out from the crowd?

How should our proposition be presented?

How will we generate interest?

What factors will make the key difference?

How can we plan for negotiations?

# THE SECRET TO SUCCESS IN TENDERS

## TIPPING THE BALANCE YOUR WAY

Formal tenders are now a common means for organisations to provide 'hard evidence' of the suitability of potential partners. As such, the evidence given to support any tender response must be provided in a way which allays any fears and gives the right impression from the very start of discussions.

Affinity Solutions' extensive experience of managing and responding to tenders takes the guesswork out of the process and gives the best possible chance of success.

## DELIVERING THE PROMISE

The methodology used to support tender responses will depend on your individual requirements, experience and the size of the opportunity but may include an exploration of:

- ❑ **Strategy** – How will the partnership be integrated into the current infrastructure? How closely aligned are your brand values and culture?
- ❑ **Competition** – Who are the potential competition? What are their strengths and weaknesses? How can you stand out from the crowd?
- ❑ **Proposition development** – What do you have to offer? Are there any additional resources the brand can offer which will add value at limited cost?
- ❑ **Communication** – How can you ensure that the language and jargon used within the proposal will be understood by the audience? How will you generate and sustain interest?
- ❑ **Presentation** – How will the proposal be presented in a way which clearly communicates the proposition and demonstrates your commitment to the partnership and a common purpose?

- ❑ **Preparation** – How will you prepare for negotiations? What are you prepared to give away? What questions may you expect? How flexible are the terms outlined within the tender?
- ❑ **Negotiation** – How will you develop a commercial agreement and address any issues which may arise?
- ❑ **Implementation** – How will the practical issues surrounding the launch be managed?
- ❑ **Account Management** – How will partnerships be supported throughout their lifetime?

## ACCOUNT EXPERIENCE

Affinity Solutions' experience of tender responses includes:

- ❑ Leading and directing a successful tender response which resulted in the transfer of a large book (approximately £10 million annual premium) of personal insurance business to a well known direct insurer
- ❑ Provided strategic insight into the response for one of Europe's largest banking groups to the loans tender of a major utility and home services supplier
- ❑ Successfully led the response for a leading UK general insurer with a major credit card provider
- ❑ Supported a successful tender response for a general insurer with one of the UK's most significant age-related affinity groups

## Could Affinity Solutions add value to your tender response?

- What are the key criteria likely to be judged in a tender?
- Does your industry use specialist language and jargon?
- Do you find it difficult to break away from producing standard 'off-the-shelf' tender responses?
- Is it difficult to differentiate your service offering from the competition?

Tel – 01444 450911

  
**Affinity Solutions**  
Creating Value from Partnerships