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Winning Your Rebid

How to Retain Contracts through
Successful Competitive Rebids



A Gower Book

Nigel Thacker

Winning Your Rebid How To Retain Contracts Through Successful Competitive Rebids

Robyn Haydon



Winning Your Rebid How To Retain Contracts Through Successful Competitive Rebids:

Winning Your Rebid Mr Nigel Thacker, 2012-09-28 Losing contracts at rebid can have a major impact on a business the loss of turnover and profit of customers skills people and potentially reduced morale and confidence Investment in retaining rebids can underpin significant increases in growth at a lower cost than focussing only on chasing new business Average retention rate of contracts at rebid is 60 70% across many companies with others retaining as little as 50% or less However there are proven approaches that can improve any company s chances of winning Winning Your Rebid will help incumbent contractors increase their chances of retaining an existing contract Whilst it includes the skills of bidding for new contracts rebidding requires a significantly different set of actions and processes The book takes you through all the preparations throughout a contract that will put you in the best position to win your rebid and includes valuable advice techniques case studies and ideas on how to run and deliver it successfully *Winning Your Rebid* Nigel Thacker, 2016-02-11 Losing contracts at rebid can have a major impact on a business the loss of turnover and profit of customers skills people and potentially reduced morale and confidence Investment in retaining rebids can underpin significant increases in growth at a lower cost than focussing only on chasing new business Average retention rate of contracts at rebid is 60 70% across many companies with others retaining as little as 50% or less However there are proven approaches that can improve any company s chances of winning Winning Your Rebid will help incumbent contractors increase their chances of retaining an existing contract Whilst it includes the skills of bidding for new contracts rebidding requires a significantly different set of actions and processes The book takes you through all the preparations throughout a contract that will put you in the best position to win your rebid and includes valuable advice techniques case studies and ideas on how to run and deliver it successfully

Personal Computing ,1982 [Country Life](#) ,1969-03 **Country Life Illustrated** ,1963 **Winning Again** Robyn Haydon, 2015-02-01 BEAT INCUMBENCY DISEASE MAKE COMPETITORS IRRELEVANT STAY NO 1 WITH YOUR MOST IMPORTANT CONTRACTS AND CUSTOMERS When you win business through a formal bid or tender you will need to retain it that way too But only about 50% of incumbent contract holders actually keep their contracts when it comes time to re compete That s a scary number and usually it isn t because they are doing a bad job in fact most are doing quite a good job Incumbents lose because they re still doing the same job as they were at the start of the contract and this just doesn t cut it with customers any more The prospect of failing on a re compete bid is always a reality But if you re a CEO business owner or senior manager with revenue responsibility clearly this is not an option The work and thought that positions you as the clear winner needs to start well before the Request for Tender and incumbency is only an advantage if you choose to use it Winning Again shows you how to leverage your incumbency advantage put compelling new ideas in front of the customer and retain the business you simply can t afford to lose If losing a big account is not an option Winning Again shows you how to keep competitors out and seal the deal a second time Jill Konrath author of Agile Selling and SNAP Selling Praise for

Haydon's first book *The Shredder Test: A Step by Step Guide to Writing Winning Proposals* is a quick way to learn a great deal about proposal writing, excellent value, highly recommended. Australian Marketing Institute: What's your strike rate when it comes to successful submissions? If it's less than 100%, you could learn something from *The Shredder Test*. The chapter summaries are excellent, a concise, useful read. *The Age*, *Newspaper Strategies*, tactics, how to's and tips that any business can use. *Herald Sun*, *Newspaper*. About the Author: Robyn is a business development consultant who specialises in helping organisations to get ready to compete and re-compete for important contracts that are won through formal bids and tenders. She is an expert in proposal writing and her first book *The Shredder Test* is an Australian Institute of Management bestseller. Based in Melbourne, Robyn works with organisations on business development programs for their high value customers and her clients have won and retained contracts worth hundreds of millions of dollars, with many of Australia's largest corporate and government buyers.

How to Write Bids that Win Business Martyn Curley, David Molian, Stephen Oldbury, 2018-03-19. *How To Write Bids That Win Business* brings together over 30 years of know-how in creating and crafting successful bids for tendered contracts. This book is an invaluable guide for bid managers and bid writing teams. It shows you how to create a bid writing strategy that plays to your organisation's strengths, increase your success rate by focusing on bids you are more likely to win, avoid at the outset bidding for contracts you don't want to win, embed robust bid writing management systems that deliver results time after time, ensure you follow the three golden rules for bid writing success. Based on extensive research, *How To Write Bids That Win Business* explains what bid evaluators are really looking for by deconstructing the questions asked and explaining how to answer them to achieve top scores. Parts I to III guide you through the complete bid creation process, providing the tips, techniques and tactics for maximising your effectiveness at the shortlist interview. In Part IV, the book examines the forces shaping the future of bid writing and outlines the three key factors for success in the years to come. Co-authors Martyn Curley and Stephen Oldbury, co-founders of Bidwriting.com, have advised many UK business-to-business organisations across 35 commercial sectors. David Molian was for many years Director of Cranfield School of Management's renowned Business Growth Programme and has consulted for numerous companies on developing their brands and growing their businesses. He is a Criticaleye Thought Leader and remains a visiting Fellow at Cranfield. If you are looking to take your organisation's bidding performance to the next level, improving profitability and morale throughout the business, *How To Write Bids That Win Business* is the book you need.

Winning the Big Ones: How Teams Capture Large Contracts Michael O'Guin, Kim Kelly, 2012. The authors, using the techniques in *Winning the Big Ones*, have helped their clients win over 286 Billion in contract awards with an 86% win rate. This book describes how capture teams pursue and win large contracts. Learn how top performing capture teams pursue and win large contracts. Structure your business acquisition process like the top performers. Select the best few opportunities. Develop a win strategy that differentiates your solution on those attributes most important to the customer. Establish the Price to Win to bid the

highest price possible and win Collect intelligence and conduct competitive analysis Influence the customer to shape the acquisition to improve your position Pre sell your solution Organize and staff the capture team Craft persuasive win themes and proofs of benefits Close the sale with effective negotiation strategies All of these techniques are illustrated with a hundreds of real world examples The Winning Bid Dwayne Bailey,2024-08-25 Unlock the potential of your business with

The Winning Bid This essential guide by procurement expert Dwayne Bailey demystifies the tender response process providing you with the tools to secure lucrative government contracts Learn how to find and respond to tenders craft competitive bids and leverage government contracts to enhance your credibility and drive business growth With practical strategies for pricing understanding tender documents and navigating the legal framework this book ensures you re well equipped to succeed Discover how public procurement fosters innovation and opens new markets Engage confidently with government procurement and build valuable partnerships that lead to lasting business success Perfect for SMEs and larger enterprises The Winning Bid is your roadmap to thriving in the public procurement landscape Start your journey to success today **Solicitations Bids Proposals & Source Sel** Gregory A. Garrett,Gail A. Parrott,2007-04-01 This fast paced book walks you through the entire buying and selling life cycle in just the first chapter Chapters 2 7 then provide the detailed process inputs proven tools and techniques and desired outputs for all three phases and each of the seven key steps which both buyers and sellers must accomplish to achieve business success Chapters 8 9 and 10 each provide a thought provoking discussion of proven effective best practices to improve buying and selling Each chapter provides best practices in solicitations bids proposals and contracts in a different marketplace Chapter 8 addresses best practices in the U S Federal Government Marketplace Chapter 9 provides best practices in the U S Commercial Marketplace Finally Chapter 10 discusses buying and selling best practices in the Multi National Global Marketplace This one of a kind book provides both breadth and depth of practical guidance which few books have ever delivered Plus the authors have included numerous excellent interviews of buying and selling business professionals from both the U S Government and industry The interviews alone are worth the price of this book If you are a business professional involved in any aspect of buying or selling products services and or solutions then this book is a must buy read and do Winning Decisions in Competitive Bidding Paul Marston,1995

Secrets of Competitive Bidding Gene Garofalo,1990 Winning Tenders Jonathan Andrew,2014-05-05 If you ve bought this book the chances are that tenders are or are about to become one of the channels that you use to grow your business Is it easy Absolutely not Are there any guarantees of success In all honesty the answer is no and if anyone tells you something differently walk away In fact run away very quickly You are able to influence the tender submission that you prepare and this book will hopefully help you to make your submission more professional and more comprehensive which in turn will increase your likelihood of success But there can be no guarantees I m sorry but if you were looking for cast iron guarantees of success then you re in the wrong place and tenders may not be the right way for you to grow your business

The simple truth is that yes you can influence and improve your submissions but you have absolutely no control over the submissions that your competitors make Your challenge is to make your response more compelling than those of your competitors You won't achieve that 100% of the time you will win some tenders you'll lose some tenders If you are the incumbent supplier don't be complacent Just because you are the supplier currently doesn't mean that can't change It can and often it does My aim in writing this book is to give you an insight into what is required and hopefully give you some tips and pointers that will help you to meet and overcome the challenges that you face when you are working through that tender submission Invariably the documentation for the tender you want to win will be issued when you're really busy doing lots of other things and the day job just won't go away so it is important to prepare as much in advance as you can So if you're not up for that challenge then frankly this book isn't for you However if you think you can cope with that reality then read on Hopefully this book will help you to achieve your goals maximise your profits save you time and help you to secure more business So enjoy the read take the lessons and apply them to your business and increase your chances of success

The Enigmatic Realm of **Winning Your Rebid How To Retain Contracts Through Successful Competitive Rebids**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **Winning Your Rebid How To Retain Contracts Through Successful Competitive Rebids** a literary masterpiece penned with a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting impact on the hearts and minds of people who partake in its reading experience.

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