



PRACTITIONERS' & PROFESSIONAL FIRMS GROWTH FORUM WEBINAR

Date: 12th to 13th Aug 2020

Time: 08:00 – 17:00 Hours

Vision: A world class Professional Accountancy Institute

Session objectives



TENDERING FOR PROFESSIONAL SERVICES PROPOSALS AND PITCHES IN CREATING A WINING BID

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Session Overview



- Types of Proposals
- Selection Methods
- Unsolicited Proposals (Business Proposal)
- Solicited Proposals (Request for Proposal)
- Submitting a responsive bid
- Proposal opening
- Evaluation of proposal
- Common mistakes on proposals
- Formal presentation of the proposal

Session Objective



- To answer the ;
- What? What's our objective?
 - What are we looking for?
- How? How can we get the job?
 - How do we prepare the documents?
 - How do we pitch for the job?
- Why? Why do we miss business opportunity
 - Why respond to bids in the required way?
- Where? Where are we looking for the job?
 - Have we segmented our market?

Types of proposals



Solicited Proposal

- Is a proposal requested by a customer by issuing a written RFP
- Used when the project is complex or highly specialized

Unsolicited proposal

- Its unsought business proposal submitted to a Co. It includes;
- ✓ **Problem identification** : Proposer persuades the client that they understand their challenges.
- ✓ **Problem solution** : Showing the value/solution to pain points
- ✓ **Arrangements** – Pricing, deadlines, details on third-party involvement.

Selection Methods



Quality Cost Based Selection (QCBS)

- Considers quality and the cost of the service
- Based on two steps combine technical and financial proposal
- Awarded to one with highest combined score

Quality Based Selection (QBS)

- Recommended for Complex and highly specialized assignments
- Assignment where its difficult to define precise TOR and required input from the consultant.
- Where consultants are expected to demonstrate innovation

Least Cost Selection (LCS)

- Assignment of a standard or routine nature where established practices exist
- Based on two step evaluation
- Awarded to the lowest responsive bidder

Selection Methods Contd...



Individual Consultants Selection (ICS)

- Used for assignments where a team experts is not required
- Additional professional support also not required
- Experience and qualification of the individual are the paramount requirement

Consultants Qualification Selection (CQS)

- Based on information received in response to request for EOI
- Most experienced firm with the best references in the field of interest is selected
- Selected firm is advised to submit combined technical and financial proposal

Selection Methods Contd...



Fixed Budget Selection (FBS)

- Assignment is simple, and can be precisely defined
- The budget is fixed and disclosed in the RFP
- Consultants requested to provide the best financial and technical proposals in separate envelopes within the budget
- TOR is well- prepared to ensure the budget is sufficient for the consultant to perform the task

Single Source Selection (SSS)

- Assignment where a supplier has exclusive rights
- Tasks that are a continuation of previous work
- Emergency i.e. response to natural disaster

Unsolicited bid (Tips on Submitting a Compelling Proposal)



- Provide a brief summary of your company
- State the problem before launching into solution
- What you want to help the prospect accomplish
- Provide your planned execution strategy and time
- Indication of cost implication
- Contact information
- Share any success story, this acts as third party endorsement
- Demonstrate highest level of professionalism
- Avoid spelling and grammatical mistakes in the proposal

Solicited Proposal (Tips on Submitting a Responsive RFP)



- Read and understand the RFP. *Pay attention to;*
 - Introduction to the opportunity and the client
 - Eligibility and required qualification
 - Description of response process instructions and timelines
 - Description of the product or service required
 - Objectives, Expected milestones/deliverables
 - Contract terms and conditions
 - Evaluation process and selection criteria

Tips on Submitting a Responsive RFP..Contd



- Decide whether to respond
 - Understand all the requirements, figure out how much to charge then decide whether to participate or not.
 - If 50% of the scoring is for experience and you are new in the industry consider skipping
 - Be realistic about what you can achieve
 - Do not attempt all RFP's you come across it could harm your reputation.

Tips on Submitting a Responsive RFP..Contd



➤ Discover the client

- Research the client beyond the words in RFP
- Find out more about their needs, challenges and desired results

How?

- Search their strategic plan and annual report online
- Review their competitors
- Figure out how the project fits their business plan
- Focus on the benefits you can provide rather than your product or service

Tips on Submitting a Responsive RFP..Contd



- Understand the ask.
- Make sure you understand what the issuer wants.
- Make inquiry by writing to the client.
- Get official clarification if any provision in the bid document is unclear.



Tips on Submitting a Responsive RFP..Contd



The proposal should include;

- What you expect to accomplish and the break down
- A timeline with key deliverables
- Do not provide Conditions in your response
- Take note of bid closing date
- The proposal to be signed by authorized individual (signed power of attorney)
- Include all supporting documents
- Carefully review qualification and evaluation criteria to ensure 100% compliance

Preparing the proposal



- Attend pre-bid conference (if indicated in the RFP)
- Fully address the requirements
- Emphasize methodology for delivery – Be innovative
- Propose a strong Project Manager and qualified experts
- Cite relevant technical and regional experience similar to the assignment
- Don't deviate from standard RFP forms/conditions

Preparing the proposal



- Check validity of Bid Security
- Ensure the bid is Signed appropriately
- Involve national partners, consider JV's
- Enclose JV agreements and references
- Put discounts in covering letter or appropriate place as specified in the bidding/proposal document
- Mark envelopes appropriately

Preparing the proposal



- Get clear on why you are the best choice.
- Differentiate yourself on something other than price.
- Persuade the reader that you offer value for money.
- Get clear on what is special about you i.e.
- ✓ Do you have experience with this type of project.
- ✓ Are you local.
- ✓ Capture what is unique about you and solution for this opportunity for the client.
- ✓ If you don't have direct experience show how your skills in different area are transferable to the project

Preparing the proposal



- Support your case statistically
 - Show your previous work that are relevant to the project and client.
 - If your most relevant project is not very recent, avoid drawing attention to its date if you can.
 - Focus on the benefits your customer or client gained.
 - Or show the general benefit



Preparing the proposal



- Stick to the format
 - Most RFPs have formats outlined
 - If there is no format pick something that is simple
 - Be brief and to the point
 - Use clear and simple language
 - Be orderly in your presentation (Use separators)
 - Response should be in accordance with the requirements outlined in the RFP
 - Provide information requested in the format provided i.e CV

Figure out your price

- Do not base your price on wishful thinking that leads to under quoting
- Provide realistic prices.
- Ensure you understand the scope of work/required deliverables.
- Base your estimate on *information*, not guesswork.
- If you anticipate a long term relationship settle for less profit.
- Be cognizant of regulation on fees chargeable by relevant professional bodies



Preparing the proposal



➤ Submission

- Proofread the proposal.
- A person who proofreads the proposal should not be the same person who writes it.
- Make sure you've included everything.
- Answer all the questions asked.
- Get started quickly to enable you enough time to research.
- Submit your proposal on time.

At bid/Proposal Opening



- Be on time: Submit bid/proposal within the stipulated deadline.
- Late bids/proposals will not be accepted.
- During bid opening, ensure that;
 - ✓ All your quoted prices are read out.
 - ✓ All discounts provided are read out.
 - ✓ Presence and amount of bid security is all read ensure you sign the bid opening register.

Common issues with proposals



- Bids fail to meet requirements either because;
- they are bidding on a contract they cannot fulfill.
- they fail to understand the requirements.
- They fail to provide statutory requirements.
- They fail to sign critical documents appropriately
i.e. Teaming agreement
- They fail to follow instructions.
- Not attending pre-bid conference or sending unqualified staff.

Common issues with proposals

....Contd



- No Bid Security
- Insufficient amount of bid security
- Lack of supporting documents
- Incomplete bids
- Inadequate bid validity period
- Unsigned bids
- JV partner as bidder in another bid
- Conflict of interest

Considerations during Evaluation of Proposals



- Verification e.g. (whether documents are signed, JV Agreement included, correct authorization)
- Completeness of documents
- Proposal Security included (consistent with SPD, correct amount / currency)
- Qualification criteria from Initial Selection are still met (From EOI/Prequalification if that was done)

Considerations during Evaluation of Proposals



- Method statement/Brief Methodology.
- Qualifications of Key personnel.
- Access to key equipment/Relevant tools.
- Quality assurance.
- Mobilization schedule if any.
- Implementation Schedule / Work plan.
- Any other activities as specified by the Employer and based on the proposers.
- Experience e.g. any sustainable procurement requirement if specified.

Formal Presentation of a proposal



- Essential steps when presenting a proposal
 - Prepare yourself, know your facts
 - Follow criteria for presentation if provided
 - Speak loud in nice soft clear voice
 - Ask for any questions concerns or opinions
 - Respond to clients objection in the right manner
- Dealing with objections
 - Listen to objections – Don't be offended by objections
 - Give client chance to explain what's bothering him
 - Ask exploratory questions before you respond to objection

QUOTE



“The illiterates of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

Allan Toffler

QUESTIONS



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