

Services Offered:

One of the most effective ways for a firm to increase sales growth outside their normal customer groups or geographic markets is to submit proposals in response to Requests for Tender (RFT) issued by potential customers. This is true regardless of whether the firm supplies goods or services. The use of RFT or other variants of the same process is increasing for a number of reasons. Potential customers are interested in ensuring they obtain the best deal for their expenditure while at the same time improving the governance and transparency of their sourcing processes. Government departments have long used these processes and purchase a significant amount of goods and services from firms, both large and small.

In many cases, smaller firms fail to take advantage of this source of potential sales because of a number of misapprehensions about the RFT process. These include beliefs that only the large firms win this business, or that competitors put in unsustainable prices. In fact, carefully targeted proposals that meet all of the requirements of a RFT document have a good chance of success for both large and small businesses.

AD Supply Chain Group is able to provide a number of services that will help small to medium enterprises (SMEs) and larger firms increase their chances of success in winning competitive tenders. Firstly this is accomplished by training key commercial staff in how to manage and submit winning RFT projects. Secondly by providing RFT project support and mentoring for actual projects.

Training Programmes:

Our training programmes are based on an assessment of the particular needs of each client; however a typical programme would consist of the following elements over approximately 12 to 14 hours:

1. Introduction to RFTs and why they are used
2. Preparing to Tender & Submission Planning
3. Development of the Tender approach including value propositions
4. The Tender document, themes, layout & content.
5. Importance of a critical review cycle.
6. How Customers will assess proposals
7. What to do if you win & what to do if you lose
8. Managing the transition from winning the business to contract execution and management.

We also ensure that there is opportunity to put the learning gained during the programme into action by offering a free mentoring session to guide clients in the application on an actual RFT project.

Request for Tender Creation:

AD Supply Chain also has extensive experience in creating RFT documents for clients who wish to go out to the market to source or obtain expressions of interest from prospective suppliers. This assistance can include initial supply base research to identify potential suppliers to receive the RFT, creating the specifications and legal terms and conditions as well as clearly laying out the expectations and formats for suppliers' responses to the RFT. We can also help with the decision making process, shortlisting and presentation of decisions to senior management and boards as well as managing the transition from decision to formal agreement.

Mentoring and RFT Project Support:

Taking on a significant RFT project can stretch most organisations' resources. This means careful project and resource management is needed to get all the necessary work completed in what can be very tight timeframes. Organisations may also lack the depth of experience to critically review the proposals they are putting forward. Professor Michael Porter of Harvard University has stressed as part of his series of books on Competitive Advantage that someone in a firm or on a project like an RFT response should be thinking like an **Outsider**.

AD Supply Chain can assist clients by bringing this outside view to RFT projects. We can ensure that the tender response addresses all of the issues required as part of the RFT document rather than being a reflection of the firm's existing marketing materials. We can also proof read and ensure style consistency for the final document. This can assist in developing a professional looking submission that answers all of the questions the potential customer has asked.