

Selling to the Public Sector - Checklist for Participation and Preparatory Measures

01 Preparatory measures

The most important part for beginners is taking the right preparatory measures. The main success factors when entering this market are the technical, human and financial resources assessment. Especially when managing a project abroad.

Spend sufficient capacities to evaluate the additional value of your service or products for the buyer with regards to technical, geographical, cultural, logistic **advantages**.

- Invest in market research
- Invest in your team's tendering skills
- Think about working with your competitors!
- Approach successful supplier (local partners are a plus)
- Evaluate tenders (current and past)
- Think of possible partners for joint bids
- Promote your company as a subcontractor
- Take the commitment seriously and dedicate sufficient resources
- Establish the internal processes and responsibilities within your organization

02 Tender Search

- Define objectives, markets, types of projects according to the company's international strategy
- Identify relevant tender databases
- Organise search or subscribe to a tender search service

03 Evaluation of Tender Notices and Requests for Proposals

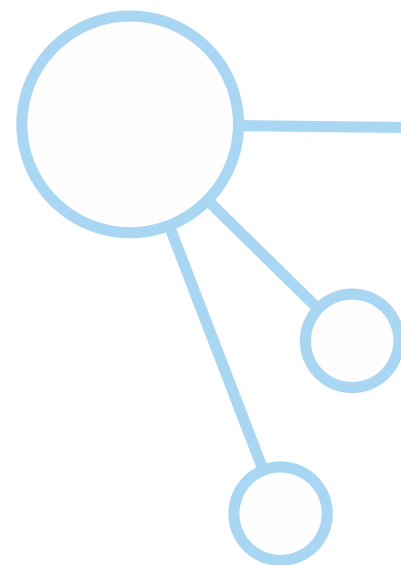
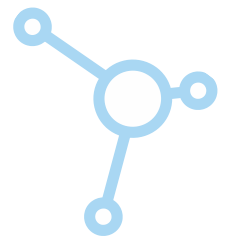
Decision whether to bid or not

Yes No

- Risk management: Do you have a chance to win and make a profit?
- Can you meet the specifications and deadlines?
- Do you have sufficient human resources available for the preparation and the management of the bid/project
- Do you have the necessary capacities to write the bid and deliver? (technical resources as well as administrative staff)
- Decision to submit an offer

04 Bid Management, Bid Planning and Bid Preparation

- **Centralise expertise in a bid manager**
- **Design a storyboard/timeline and assign tasks**
 - > Who will be responsible for the technical part?
 - > Who will check the tender documents for faults/ambiguities?
 - > Who has enough experience to ask bidders' requests?
 - > Who will be responsible for the commercial part?
 - > Who will be responsible for the red tape part?
 - > Who is bid leader and in charge of motivation?
 - > Who will be responsible for the finalisation of structure and content of bid?
 - > Who will do the risk management?
 - > Who will do the post-bid review?
 - > Who will contact partners or subcontractors?
- **If it is e-procurement, check technical compatibility and digital signature (if required)**
- **Are you familiar with complaint procedures and associated deadlines?**



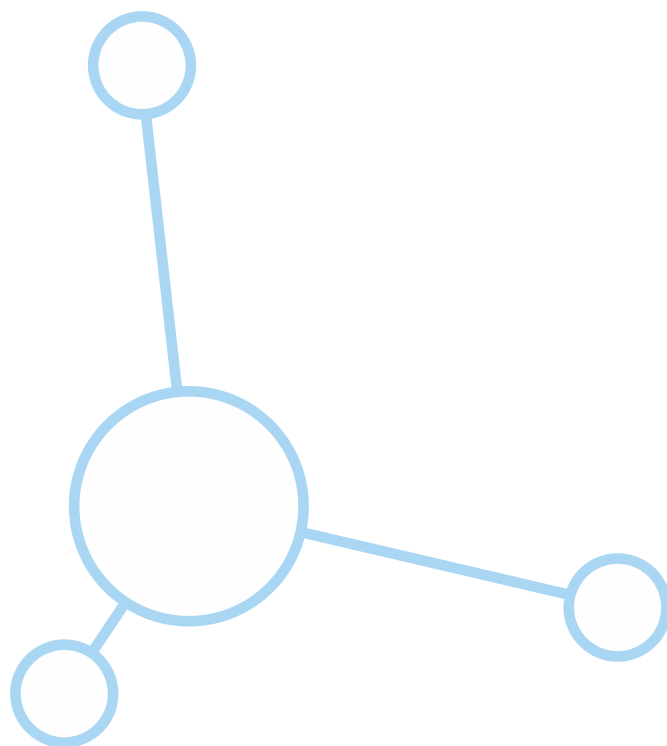
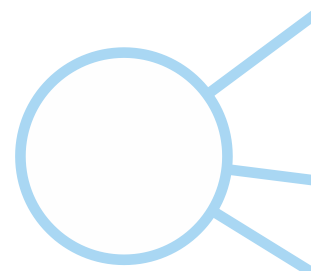
04.1 Deadline planning



Create a timetable for the following deadlines:

CHRONOGRAMMME

Request tender documents until	_____
Deadline for request of	_____
Latest date to ask questions	_____
If needed: provide sample products until	_____
Deadline for input from sub-contractors	_____
Deadline to file a complaint (especially when bidding abroad and you're not familiar with the legislation)	_____
Deadline (day, time) to hand in bid	_____
Date of presentation (if relevant)	_____
Time of awarding/end of validity	_____
Delivery date/Execution time	_____



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05 General Rules and Tips for Bid Writing

- > Don't provide not requested material
- > Your cover letter and other materials shall not include your general terms and conditions (GTC) or other conditions, unless you are explicitly asked to do so.
- > Forms need to be filled in completely.
- > Indicate all subcontractors if required
- > All requested price indications need to be filled in (no mixed calculation)
- > Do not change/add anything to the tender documents (don't delete, don't add comments and not requested entries).
- > If you have to correct your own mistakes in the offer, this has to be marked clearly, corrected, signed and dated.
- > Enclose all attachments (proof of suitability, certificates etc.).
- > Submit all declarations
- > Do not enclose further, not requested documents.
- > **How are the bids to be submitted? (post, personally, ...)**
(original documents and forms provided by the contracting authority)
- > **Be careful when writing the bid**
- > Avoid common errors:
- > Avoid copy/paste errors
- > Avoid typos

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If you have any further questions, please contact
your local Enterprise Europe Network
<https://een.ec.europa.eu/>