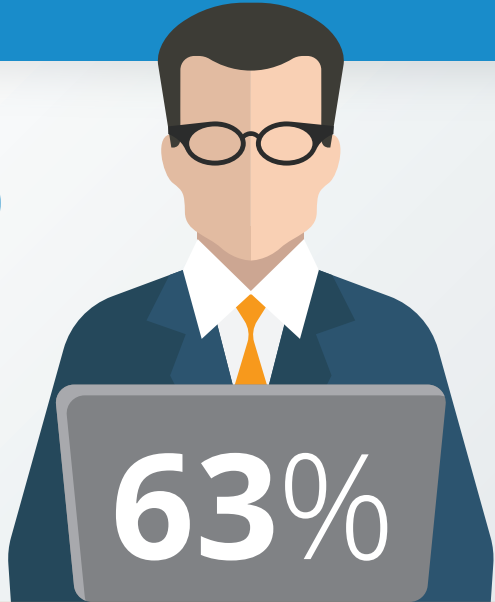


# 10 ways to eXceeding in bid management

1



say summaries are not good enough\*

Make sure that your Executive Summary is concise, pertinent and self-contained

Ensure that you describe the precise details of your solution clearly

57% say this needs to improve\*

2



3



Make sure that your costs are logical, justifiable and easy to navigate

Demonstrate that you have an excellent understanding of the current situation and the documented requirements

50% of think this is overlooked\*

4



5



Quickly establish how all stakeholders will benefit – and quantify those positive outcomes

Be mindful and honest about risks and how you plan to mitigate them

48% are unhappy when risks are ignored/overlooked\*

6



7

61% say omissions are bid killers\*

Make sure you cover everything that's asked of you – failure to do undermines everything else you do

44% recognise cut-and-pasted content\*

Avoid generic, flowery or unnecessary language – be straightforward

8



9

54%

want detailed implementation information\*



Set out your plan, and how you intend to implement it, in a methodical fashion

Be open about your delivery team, their experience and suitability to perform the task – people buy people

10



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\*Source: 'What Really Matters in B2B Selling – proposals and RFPs' Infoteam