



Pre Bid

Marketing Plans | Winning Strategies | Brand Awareness | Preparation for Responding and Bidding

Pre Bid Stage Experience

During the all important pre-bid stage PCS has worked with many clients to increase their chances of securing new projects and improving their work winning processes.

Our team has a true wealth of experience of pre-bid activities and a significant number of capabilities to offer. Our innovative and flexible approach ensures all clients receive a tailored solution to match the experience and expertise of their teams. It is never 'one size fits all' with PCS.

Developing Winning Strategies

We work in partnership with many of our clients to help them improve the way they approach work winning. For example we analyse their work winning processes and identify ways to improve.

We assist in the production of marketing plans which analyse the market and their position in it. This leads to the targeting of sectors and projects which suit their skills and experience and will deliver financial success.

With target projects identified, we work as part of clients' teams to develop win themes and tactics. This includes the creation of a bespoke delivery solution that is unique to each project and suits the procuring body's specific and changing needs.

The outcome is a clearly defined approach to delivering the project which is used in early stage meetings with the procuring body, other project stakeholders and your key supply chain partners. It forms the basis of the prequalification submission.

Marketing Plan Development & Review

PCS was engaged by a major UK contractor to develop a new Marketing Plan to be used as a key management tool throughout the business.

PCS facilitated meetings to agree the purpose, format and content of the Plan and then assisted in the content development to ensure it would be easily adopted throughout the company's regional business units.

The Plan is now in its second year of implementation with PCS retained to review its currency and assist with the twice yearly update process.

Process Mapping of Work Winning Activities

A major UK contractor engaged PCS to improve its approach to work winning by becoming more focused and process driven in its approach.

PCS collocated in the contractor's head office to liaise with key staff to understand existing systems and processes. We then identified ways in which the process could be improved and developed new process maps which would achieve the contractor's objectives.

Developing Strategies

PCS ran an early workshop to facilitate our client's discussions to develop its sustainability strategy for new nuclear projects.

This is just one of the services we provide to help large international consortia overcome the challenges they face, including establishing common policies and procedures and learning to work effectively as a team.



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Prequalification Responses

A key activity is authoring high scoring prequalification responses and preparing high quality documentation in line with the procuring body's requirements. Clients engage PCS to assist at this stage in the process, recognising the importance of submitting a strong, high scoring document. Prequalifications often affect the delivery solution to be developed further and presented at tender stage. It is the first major opportunity to gain competitive advantage and involving PCS at this stage has undoubtedly enhanced proposals on many tenders, in particular major projects and frameworks.

Preparing for the Bid

We facilitate meetings to get strategy, tactics and teams aligned. Clients commission us to prepare materials such as dedicated websites, project win plans, promotional materials, communication plans and presentations, to name but a few.

We have a particular specialism in the stakeholder engagement and communications arena. Experts on our team assist clients in developing their approach to this important element of the delivery solution.

Raising brand awareness is another skill we can bring to help raise your profile before bidding commences. This valuable work creates a more receptive audience at the start of the bidding process.

We have skills and experience developed over many years to develop high performing teams. We combine technical and psychology expertise to create harmonious and fully integrated teams who will produce the best possible tender submission through collaboration. This approach has proven particularly successful on major projects where multi-national joint venture teams need to come together quickly and produce winning results.

Prequalification Response Process

PCS has been engaged on numerous successful project prequalification submissions.

On smaller projects we have assisted in shaping responses and then reviewing and improving responses drafted by our clients' teams.

For major projects we have been tasked with managing the overall prequalification process, co-ordinating the production of the documentation, formatting responses and preparing all data ready for submission either in hard or soft copy including uploads to portals.

Developing Delivery Solutions

The M1 Widening Junctions 25-28 is a good example of a major project where PCS was engaged early to facilitate team discussions to develop a fully considered project vision, mission and delivery solution aligned to the Highways Agency's objectives.

This was then used throughout the tender process to develop win themes and tactics and to inform the detailed approach to programming, methodology and service delivery.

Pre Bid Marketing and Brand Awareness

Organisations that have come together to bid for major projects, such as existing Train Operating Companies who have teamed up to bid for rail franchises, have tasked PCS with helping to raise industry and public awareness of the proposed new company that will be formed, if they are successful.

Activities have included managing the development of bespoke websites, exhibitions, advertising and promotional literature.