

Business – Keys to success in bidding for contracts



Andrew Morrison talking to guests at the Breakfast Club in the Elphinstone Room at Carberry Tower near Musselburgh. Picture Nigel Duncan Media

A tactical approach to bidding for public sector contracts could be the key to success.

That's the view of Andrew Morrison who believes that by bidding less you could win more.

The managing director of AM Bid Services of North Berwick said: "Analyse every part of your bid and try to improve everything by one per cent. Pay attention to detail."

Mr Morrison has experience leading teams to over £1.5bn of contract wins to local authorities, housing associations, central Government and the NHS.

He also worked for 12 years in local government so has client and contractor experience.

The businessman told the Midlothian and East Lothian Breakfast Club: "It is not just subject matter experts who will be on the panel so watch jargon.

"Think about strategy, finance, health and safety, legal aspects and human resources."

Staff CV's, case studies, references and testimonials should be included and he urged companies to consider a community benefits offering.

He added: "Make sure your website is current and compelling

and encourage staff to Think Bid.

“Consider what is different about your services and aim to get clarification questions in early.

“Read all the documents thoroughly and review your bid in plenty of time before submission to eradicate mistakes.”

Knowing when to bring in outside assistance is also crucial, he said, and so is receiving feedback whether you win or fail with the bid.