



TO BID *or not* TO BID: The Multi-Million Dollar Question

YOUR FIRM HAS LIKELY EXPERIENCED ALL THE UPS (AND DOWNS) OF BID MANAGEMENT

While firms in other industries reply to dozens of RFPs in a day, the process of deciding whether to bid for a new piece of business for your firm is likely a significant project on its own. This is a huge challenge for firms focused on developing significant new business without sacrificing productivity.

THE STAKES ARE SKYSCRAPER-HIGH — FIRMS THAT FAIL TO STREAMLINE BID MANAGEMENT RISK FALLING BEHIND THE COMPETITION

Bid management is complex and represents a significant variable across firms, especially with tight margins. Firms that consistently choose to bid the right projects enjoy higher win rates and a healthier bottom line, while those with inefficient bid management processes waste resources on the wrong bids and miss out on better opportunities.

Read on to see four ways that low productivity could be throwing a wrench into your firm's bid management.

PAST PERFORMANCE: DO WE KNOW WHICH TYPES OF BIDS ARE BEST FOR OUR BUSINESS?

Any firm would love to review their past bid results before deciding whether to bid a new project - namely, which bids did we win, and which of those were profitable. But it's often easier said than done. Many firms fail to maintain historical bid and project data in an organized, searchable system that enables efficient review and analysis, resulting in teams evaluating each new opportunity manually and lacking the intelligence or automation required to accelerate the process.

COMPREHENSIVE CONTACT RECORDS: WHICH SUBCONTRACTORS AND PARTNERS WOULD WE NEED TO WIN THIS BID?

Complex bids will often require your firm to tap into a vast team of partners and subcontractors in order to propose specialized resources for each piece of the project. However, many firms struggle to productively review their options for a specific resource in a given market. Even more time is then spent tracking down the teams from past projects to gather feedback and insight into the reliability and overall quality of those contacts before deciding which to include.

MOBILE COLLABORATION: CAN WE GET EVERYONE WE NEED WORKING TOGETHER ON THIS BID AT THE RIGHT STAGE?

Preparing a bid packet requires seamless communication from many specialists contributing detailed specifications and high-fidelity designs. Everyone on the team needs the ability to review and respond from anywhere. Managing this process is a huge productivity drain as version control, miscommunications, and efforts to collaborate across regions and time zones all reduce efficiency.

PRODUCTIVE PROPOSALS: CAN WE STREAMLINE OUR PROCESS ENOUGH TO HELP US BID MORE AND WIN MORE?

Bidding more intelligently while also increasing business volume might seem like opposing ideas, but most firms are aiming to do both. By predicting bid outcomes more effectively and managing bid development processes more efficiently, firms can increase their success rate while improving response times and overall firm productivity.



About Smartbridge

Smartbridge focuses on simplifying business transformation. We apply thought leadership and innovation to bring our customer's digital agenda to reality.

We partner with customers in their journey from vision to adoption, and across the plethora of technology options available today. Smartbridge's comprehensive list of technology and software partnerships gives us the freedom to remain an objective collaborator with our customers. The suite of Smartbridge services includes **Digital Innovation, Systems Modernization, Applications Integration, Data & Analytics, Automation, and Custom Application Development.**

Salesforce Services

Smartbridge Salesforce certified experts are backed by decades of experience in implementing and maintaining core enterprise systems. With our deep expertise in custom application and integration development, Smartbridge is uniquely positioned to help customers with complex CRM implementations.


We help our customers with the Salesforce platform from beginning to end with a full range of services such as **Assessment & Health Check, Implementation, Integrations, Lightning Migration, Support & Maintenance, and Robotic Process Automation.**



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