

RELEASED UNDER THE OFFICIAL INFORMATION ACT



NEW ZEALAND
TRADE & ENTERPRISE

NZDIA Forum – Nov 15

Engaging with Defence

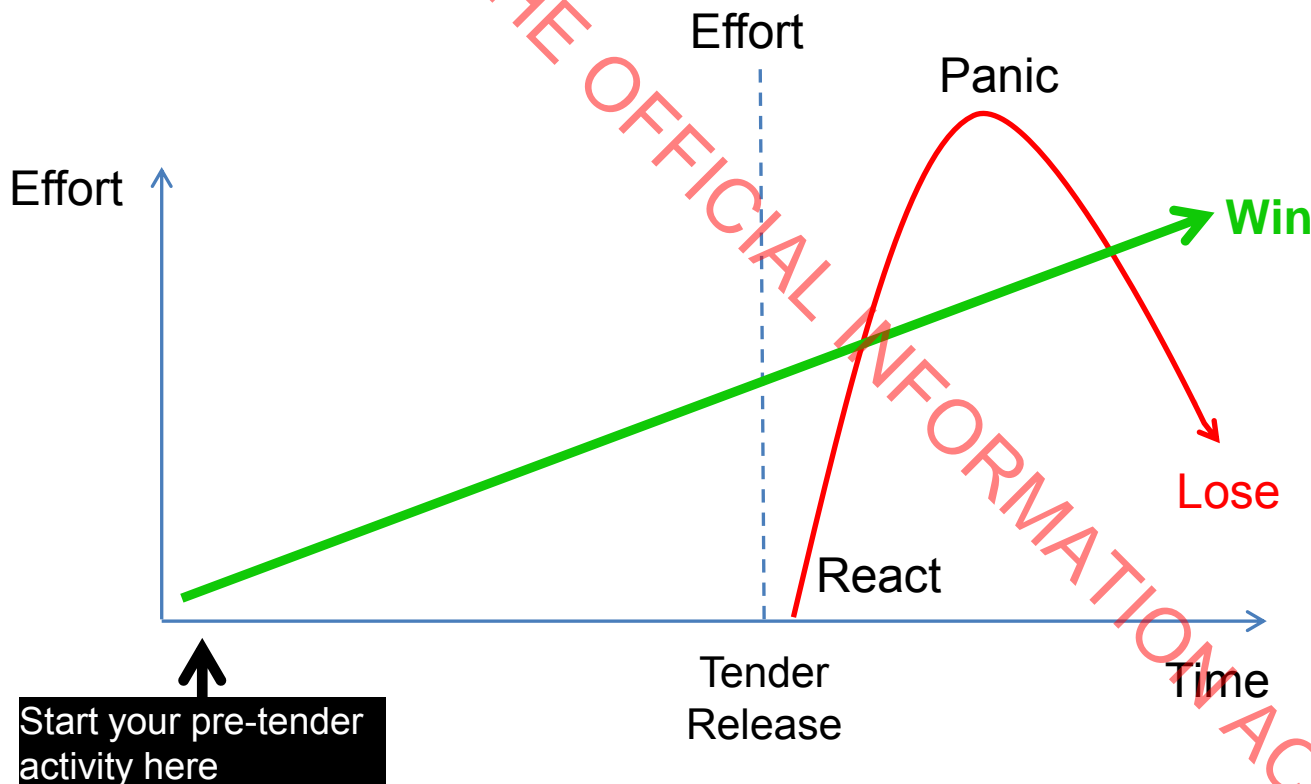
The Pre-Tendering Phase

Richard Harrison

Industry Procurement Specialist
Better By Procurement (BBP) Group
New Zealand Trade and Enterprise (NZTE)

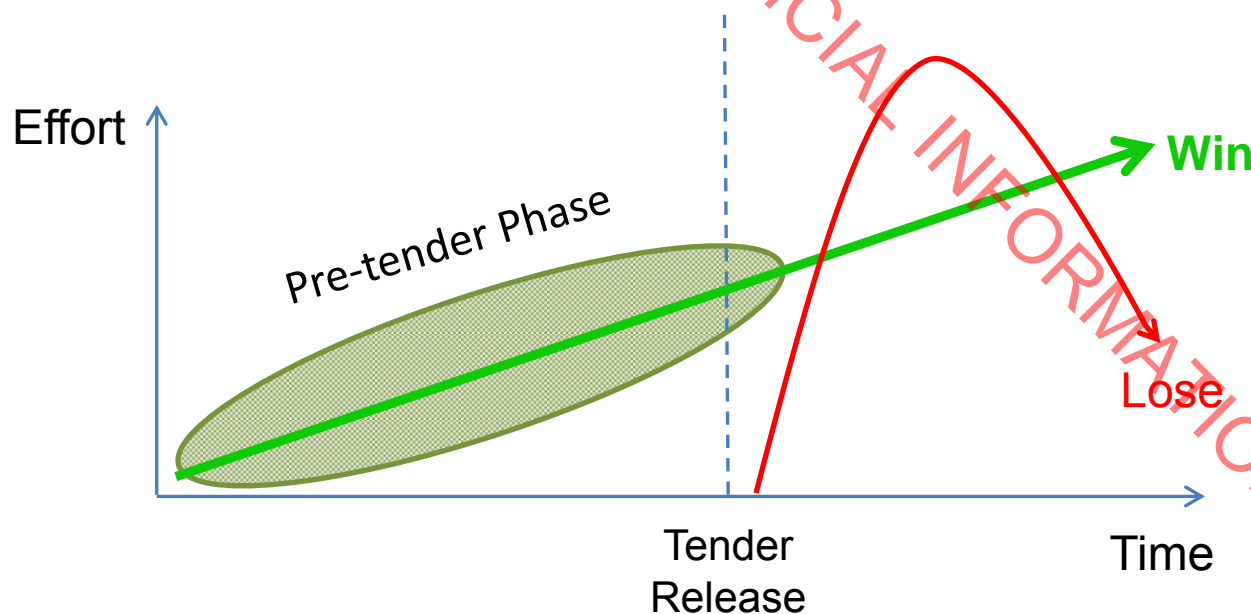
Improving your win rate – means starting early

- Once a tender is released the buyer and the law dictates the process
- Suppliers need to be preparing well before the release date



Improving your win rate – start early

1. Chase the right deal
2. Get your team together
3. Have capture strategy
4. Focus on the needs
5. Build relationships
6. Choose your language well
7. Have an USP and BBQ bite
8. Prove everything
9. Have a presence
10. Eliminate risk and concerns

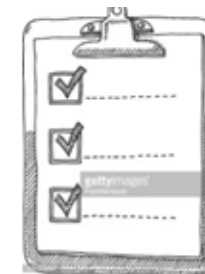


Check list: Homework, Product Validation, Process, Presence and Persistence

Homework	Product Validation	Process	Presence	Persistence
Spend time on Desk top Research	What does the buyer need	Establish your internal processes	Web presence	few markets develop quickly
Organise yourselves and any partners	Does your produce meet their needs?	Follow the buyer's processes	market presence	Spend the time to:
What's the buying cycle	Does it work?	Comply with regulatory processes	Strong relationships	1. Learn about the customer and the process
What the budget	Can you prove it?	Have a bid/no-bid process	Attend briefings	2. Improve your relationships
What the risk profile	How do you stack up against the competition	Have a capture strategy	Network	3. Determine what your focus areas should be

Summary - The Pre-tender phase

- The right approach during pre-tender can embed a positive and lasting impression with the buyer
- The wrong approach can damage your chances before the tender is even released.
- By understanding the buyer and their needs – the next phase (writing the tender response) can be so much easier.
- **Be strategic, engaging early and improve your odds**



Training and resources

- NZTE Better By Procurement: www.nzte.govt.nz/bbp
- NZ Govt Procurement (MBIE): www.procurement.govt.nz

A UK study found: 66% of successful tenderers were known to the buyer before the tender process