

APMP UK Event Review



Why aren't you winning the rebid?

Presented by Nigel Thacker

A successful and enjoyable evening was had by all who attended the event held at Telefónica's fabulous offices in Slough. There was a mix of faces new and old, members and guests and for some it was their first APMP event.



The presentation was a really powerful and useful insight into managing re-bids and ensuring that we retain business as incumbents. Nigel walked us through some of the common mistakes we as incumbents tend to make when rebidding, such as 'not addressing the ITT' and 'no improvement or innovation'. It was an interesting point that not very many of us in the room could hold our hands up to knowing our re-bid win rates! Nigel then shared an example of the impact on your business when rebids are lost, from a percentage of revenue perspective, for contracts of a company that were due for end of contract ...it could be quite alarming the risk on a company's revenue if a couple of key accounts are lost.

Thankfully there are ways that you can reduce this risk by managing the re-bidding cycle in a smarter way, which fall into three key areas:

1. **What can be achieved during the Contract:** Truly understanding the contract performance and your customer's needs. Do they match or is there a 'dissatisfaction gap' that could go against your credibility? What is the relationship like, are we engaged with all levels and decision makers?
2. **What can be achieved during the Rebid Preparation:** Rebid or Recapture planning should be in progress for a minimum of 6 months, but ideally 18 months, before end of contract. The earlier started the better chance of success and even avoiding the RFP process. The key here is to build a contract story, beginning to end and marking the key milestones and achievements of the contract. Also analyse the impact of the contract on the wider business of the customer, what 'hidden gems' are there that even the customer won't be aware of that bring value to them.
3. **What can be achieved during the Rebid Phase:** As with any bid it's about reading and understanding the exact requirements and evaluation criteria, and delivering a response that provides the best solution to meet these now and then in the future, not the past. From a recent study by Nigel, there are 4 main score areas that a procurement scores highly; Confidence, Understanding, Evidence and Added Value.



Overall the presentation gave everyone food for thought, and from discussions there will be lots of further sharing of this knowledge across individuals' companies.

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