

## Tender Response: Experience

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I often have people calling me, asking if I can give them advice on certain aspects of responding to a tender. It is either on pricing, B-BBEE or completing the Standard Bidding Documents. But the questions are not limited to these subjects. I find that people are hesitant to respond to Private Sector tenders in the way that they respond to Public Sector tenders.

I always give them the same advice: respond exactly the same. In fact, in my opinion, Private Sector tenders are easier to respond too. There are far less forms to complete. However, you will find that in Private Sector tenders the questions are more direct.

Usually a Public Sector tender will ask for your response on the subject without giving any detailed questions to answer, only the Standard Bidding Documents must be completed. Whilst in a Private Sector tender you will find direct questions regarding your enterprise's ability to perform certain functions or to produce the goods requested, in detail.

It is this detail that is especially important. You must include every little detail in your response to a Private Sector Tender. Use this detail response for your Public Sector tenders as well. The more detail you provide the better your change in winning the tender. Remember you must impress and convince a stranger to your product that you are the best person or company to be rewarded this tender. If you do not give enough information, they are not going to look at you.

The danger with this approach is that you can give too much information. Be careful not to give detail or information that is not directly coupled to the tender request. It does not help to give information on the tables and cupboards that you produce but the tender only asks for chairs. Give only information that is needed but in this information be as thorough as possible. Remember, every tender document must be read by a person and if you are going to supply the person with irrelevant information, he or she is going to lose interest in your response.

To summarize, use the same information for a Public Sector tender response as for a Private Sector tender response. Be accurate in the detail but do not give detail that is not required.

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