

# Basic rules to remember when responding to a tender

*By Werner van Rooyen, Director of HowToTender (Pty) Ltd which specializes in tender consulting and tender training.*

Here are some ideas on how to make sure your business makes a good impression when responding to tenders whether it is Public or Private Sector Tenders.

## Do research

A tender is an invitation to bidders to submit their proposal for a specified business need. The contract will be awarded to the bidder who can meet this need most closely and provide the best value for money. However, it is important to remember that price is only one factor. Remember:

- Read all the documents relating to the tender.
- Attend any briefing/information sessions that are offered and make sure you understand the scope of work.
- If there are any uncertainties, have them clarified as early as possible.
- If you have the chance, also research the Public or Private Sector Entity's history, background, operations, and any details about previous tenders.
- Another way to get a head start over the competition is to network and build relationships with the key decision makers prior to the bidding process.

## Address all the Scopes of Work

Every bidder will be evaluated against the tender criteria or functionality, so it is important that you address them clearly and concisely. Make sure you also provide supporting evidence if available, such as profit figures and other key performance indicators from similar projects you have worked on. Be careful about going too far, though. Providing too much information could overwhelm your potential client and turn them off altogether. This is your chance to show that you are experienced, dependable, and confident that you can deliver on what is required. It is also your opportunity to differentiate yourself from the competition.

## Review, review, review

Before you hand in your tender:

- Review it to make sure it is complete and does not contain errors.
- Make sure someone other than the original responder proofreads the entire document at least once, since it is harder to spot mistakes when you are too close to a project.
- Check that it meets the required format and style.

Many organisations, such as government agencies, can be very stringent with their deadlines, so it is also important that you hand your tender response to the right person, at the right location, before the specified closing time and date.

Putting together a great tender can take a lot of effort, but the payoff can be enormous if you win. It is always good strategy to put as much care and attention into your tenders as you would any other area of the business. If your tenders are as good as they can be, odds are you will win the business. Learn how to make sure you are prepared to manage the increased workload.

To learn more about this and many other tender conditions attend our "Become a Tender Expert" 2-Day workshops presented in Johannesburg, Pretoria, Durban, Port Elizabeth, and Cape Town. Book and pay online at <https://howtotender.co.za/tender-expert-form/>

Contact us at [estelle@howtotender.co.za](mailto:estelle@howtotender.co.za) should you require more information.

*You can also purchase a Tender Manual (Handbook) on our website <https://howtotender.co.za/> which is a step by step guide how to respond to a South African Tender. It includes examples of completed SBD forms.*