



WEBINAR

10-10:45AM, 25th March 2026

Most bid teams lose before they start writing

How top teams spot blockers, extract requirements, and make the bid/no-bid decision



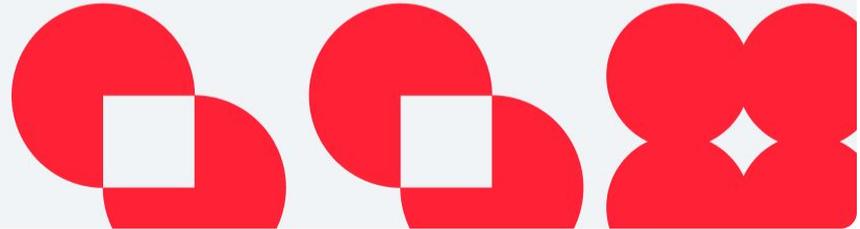
Christina West
Founder, BidQuest



Carsten Schaltz
Stotles co-founder, CPO

Welcome to our three-part webinar series

- ✔ **Session 1: Most bid teams lose before they start writing**
- ✔ Session 2: How to manage multiple live opportunities at once
- ✔ Session 3: AI can write your bid, but can't guarantee a win



Agenda

Welcome and introductions

Meet your speakers and what we'll cover today

Section 1: What's at stake

Why the phase before writing determines the outcome

Section 2: Collecting the right information

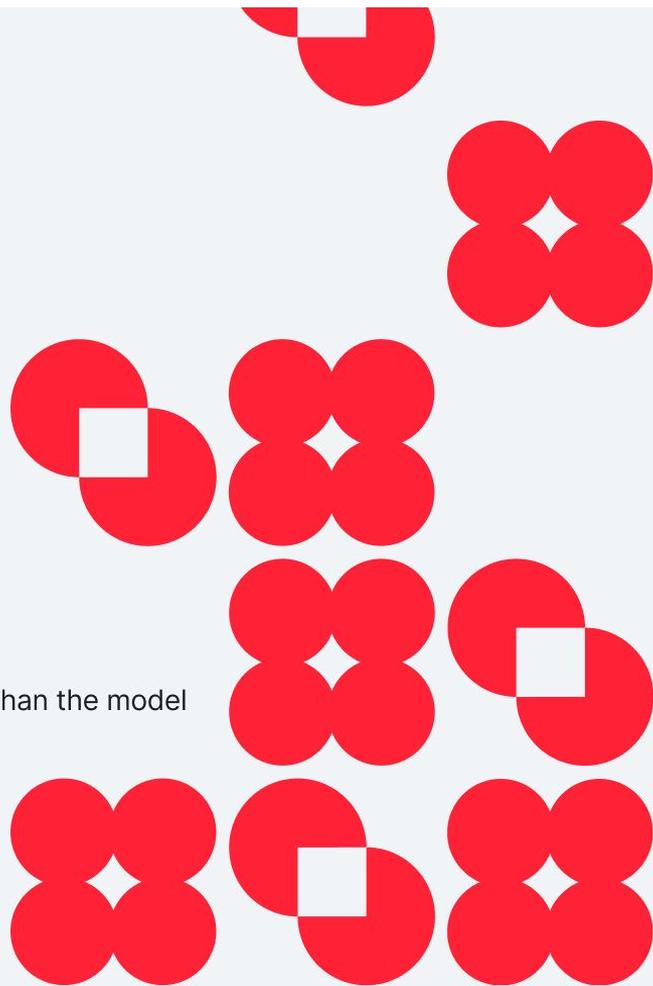
Requirements extraction, qualification signals, and knowing when to walk away

Section 3: Making the decision

Two approaches to the same tender document, and why the input matters more than the model

Live Q&A

Your questions answered by Christina and Carsten





The single platform to grow your public sector revenue



Create strategy



Build pipeline



Track tenders



Win bids

Trusted by



Christina West, Founder, BidQuest

- APMP Accredited bid professional with 13+ years leading complex public sector bids
- Helped secure hundreds of millions of pounds in public sector contracts across technology, cyber security, healthcare, and national infrastructure
- Previously Acting Head of Bids and Contracts at Oxford Innovation Advice, where she improved win rates from c.40% to over 70% and doubled the annual sales target in FY23/24
- Creator of the QUEST Framework, a practical bid methodology for growing SMEs entering public sector markets
- Specialises in helping ambitious smaller businesses compete and win without a full in-house bid team



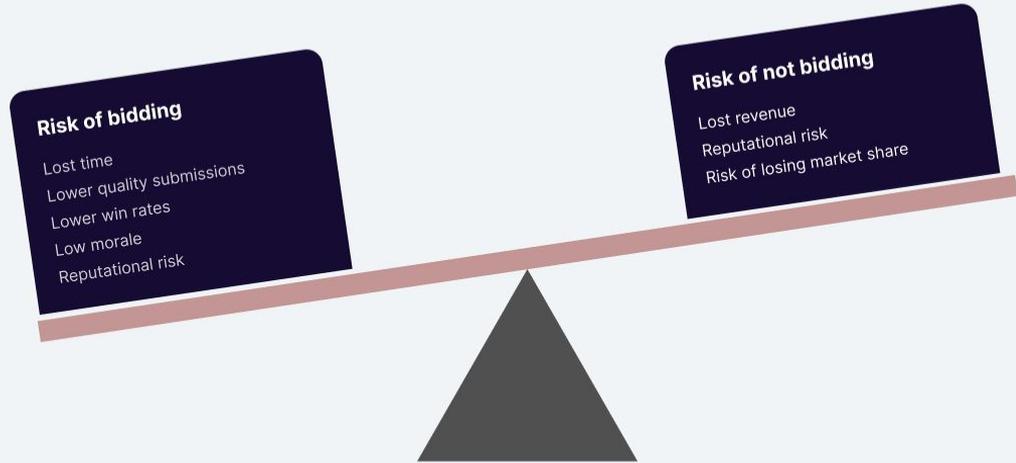
01.

What's at stake

Why the phase before writing determines
the outcome



Just how important is the
bid/no-bid decision?





In your experience, have you seen a bid team turn it around? What was going wrong? What was the solution?

Before

No repeatable process

Last-minute scrambles every time.

Bidding on everything

No filter, no prioritisation.

Reactive and siloed

No pipeline visibility for the team.



After

Structured and repeatable

Stress reduced and quality improved.

Scored and prioritised

Effort focused on winnable bids.

Proactive pipeline

Weekly reviews, better resource plans.

02.

Collecting the right information

Requirements extraction, qualification signals, and knowing when to walk away

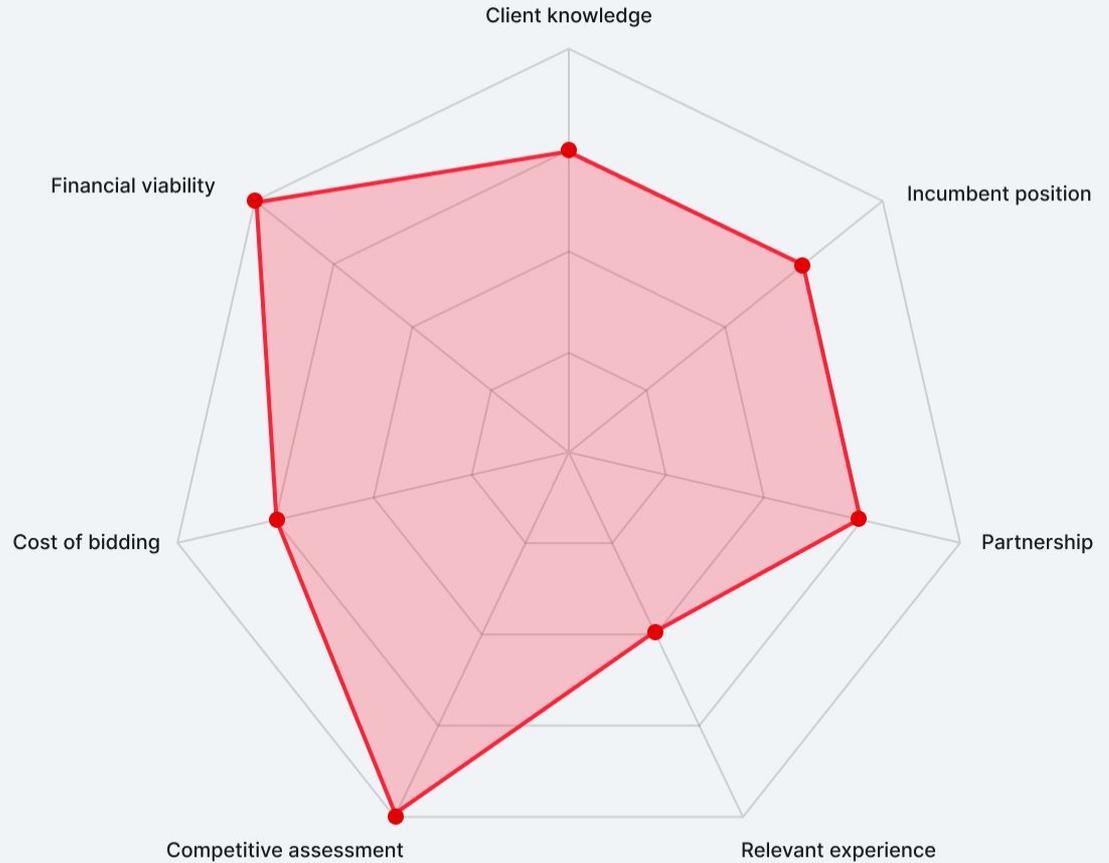


**Can we bid on this
opportunity?**

- Compliance requirements met?**
Mandatory certifications, accreditations, framework membership
- Key dates achievable?**
Submission deadline vs current team capacity and workload
- Capability and capacity to deliver?**
Right skills and resources
- Industry-specific blockers cleared?**
Legal pushback, security clearances, ops tech requirements



Should we bid on this opportunity?





How do you actually go
and get the information
from the can we bid/
should we bid?



 Bid

Mobile Threat Detection

Historic buyer activity

Learn more about this this buyer to inform your qualification and approach to this deal.

[+ Generate report](#)

Requirement summary

Understand the bid requirements to qualify this bid smarter, faster, and with confidence.

[+ Summarise documents](#)

Qualification report

Automatically answer your key qualification question using Stotles AI.

[+ Generate report](#)

Bid responses

Use AI extract questions and craft winning responses

[+ Extract questions](#)

Tender documents

[Upload](#)

Response title	Question	Status	Assigned to	Review
Approach to Data Security and GDPR Compliance	Please describe your organisation's approach to ensuring the confidentiality, integrity, and availability of citizen data within the proposed CIM solution. Your response should include: <ul style="list-style-type: none">How the system complies with GDPR and UK Data Protection Act 2018Measures in place to prevent data breachesRole-based access controls and audit capabilitiesAny relevant accreditations (e.g., ISO 27001, Cyber Essentials Plus)	To do	Lauren Walker	
Implementation and Transition Plan	Outline your proposed approach for transitioning from the existing CIM system to your proposed solution. Your response should cover: <ul style="list-style-type: none">Key project stages and milestonesStakeholder engagement and communication strategyExpected duration of transitionRisk mitigation measures for data migration and service continuitySupport and training provided during go-live	In progress	Michael Lewis	
Innovation and Continuous Improvement	Describe how your CIM service offering supports innovation and continuous improvement in customer electricity management for local government. Include examples of: <ul style="list-style-type: none">Use of automation or AI to improve citizen	In review	Mya Smags	

Source

Open ten

Notice title

Closing in 4

Details

Stage

Owner

Buyer

Value

Framework

Incumbent

Key dates

Clarification d

Submission d

Start date

Related lea

Historic buyer activity

AI summary of this buyer's historic activity

Based on 5 similar notices published between 2021 and 2024

Buyer's commitment to this type of product/service:

- IPO prioritises IT security investments, with a focus on firewalls, data protection, and compliance standards.
- Security Operations Centre (SOC) expansion includes enhanced incident response, vulnerability and insider threat monitoring, reinforcing network security needs.
- Data loss prevention (DLP) and cloud security initiatives suggest firewall renewals will continue a critical role in their infrastructure.

Buyer's pain points:

- Rising cyber threats & regulatory compliance demands mean robust firewall solutions are essential.
- Integration with multiple security frameworks (ISO 27001, PCI DSS, GovSec 007) presents complex procurement and compliance challenges.
- Incident response & AI-driven security needs point to a demand for advanced firewall capabilities.

Is there a preferred supplier?

- **Insight Direct (UK) Ltd** appears frequently in IPO's IT security procurement records, suggesting a preferred supplier relationship.
- **Computacenter (UK) Limited** has also supplied Palo Alto firewalls, though no exclusive supplier status is confirmed.
- **Cloudflare** was awarded a related web application firewall & DDoS protection contract, indicating openness to alternative vendors.

5 similar notices identified

5 buyer document identified

Suppliers identified

Veridian Dynamics

This supplier, Veridian Dynamics, has a proven track record in delivering similar projects within the particularly in laboratory testing [1]. Their innovative approach and commitment to quality make them a strong candidate for this bid.

Requirement summary

Overview

Procurement summary

Service overview

- Cloud-hosted fleet management software solution for Nottingham (~670 vehicles) and Lincolnshire Police (~430 vehicles), including maintenance functionality.
- Contractor to manage end-to-end implementation, provide training, and provide ongoing development/innovation so that the solution is "intuitive, innovative, and competitive".

Core fleet management & workshop functionality (system management)

- Vehicle records management for compliance: full vehicle details (on-order), technical details, equipment fitted/issued, MOT/historic purchase/disposal details, maintenance spend vs budget, risk assessment, info, external repairs, spare parts inventory/ordering, CO2 emissions allocation, full audit trail of changes.
- Ghost registrations support (multiple plates per vehicle) including against any registration and role-based access controls.
- Driver vehicle checks via mobile and web, including image capture and automated notifications/workshop defect handling.
- Workshop operations: technician job clocking (efficiency metrics), workshop reporting (standard + customer-built), progress capture, defect triage, service/maintenance history (incl. external contractor), warranty procedure updates, parts/stock management, digital (ruggedised tablet use).

Support & maintenance

- Ongoing support and maintenance services including software updates and technical assistance.
 - Helpdesk service (Mon-Fri 09:00-17:00, excluding Bank Holidays)
- [12 references](#)

Framework

The framework is for the Provision of Project and Fleet Management Services for the Open University, supported by a Framework Agreement with the tender reference number: [OU Framework Agreement with the tender reference number](#)

[Appendices 3-4, Specifications](#)

No. of suppliers

Up to 5 suppliers

[Appendices 3-4, Specifications](#)

Budget / value

£500k - £1m+ per annum

[Appendices 3-4, Specifications](#)

Contract duration

Initially 2 years with two further 12-month extensions

Qualification Report

Summary

This looks like a strong opportunity to pursue. WMCA has a track record of awarding to SMEs with a team that has delivered two comparable programmes in the last 18 months [2], and social value is well documented in their content library shows clear differentiation [3]. The main risk is the cloud-native technical requirements against your current delivery capability [4].

Qualification questions

Can we do what the buyer is asking?

Yes, we have extensive experience in delivering similar projects with resources align well with the buyer's requirements and project outcome.

[3 References](#)

Do we have the required certifications + accreditations?

Yes, we possess all necessary certifications, including ISO 9001, alongside industry-specific accreditations and memberships.

[2 Reference](#)

Is the project an attractive size for us?

Yes, our proven track record with similar projects, including Upgrade, demonstrates our capability to meet and exceed expectations.

[2 References](#)

Do we have a relationship with this buyer?

Yes, our successful delivery of the Severn Trent Water project demonstrates our ability to align our expertise and resources with their needs.

[2 References](#)

What evidence do we have that we can do this?

Yes, our experience with the Anglian Water Innovation Centre project demonstrate our ability to create a collaborative environment and achieve the project goals.

[2 References](#)

What are the buyers priorities beyond the RFP?

Yes, our work on the innovative Glasgow Infrastructure project demonstrates our ability to build strong partnerships and deliver successful outcomes.

[2 References](#)

Do we know who the incumbent supplier is?

Yes, we have extensive experience in delivering similar projects and are confident we can meet the buyer's requirements.

03.

Making the decision

Requirements extraction, qualification signals, and knowing when to walk away



What does a good qualification scorecard actually look like?

Scorecard

...

AI response

Add question



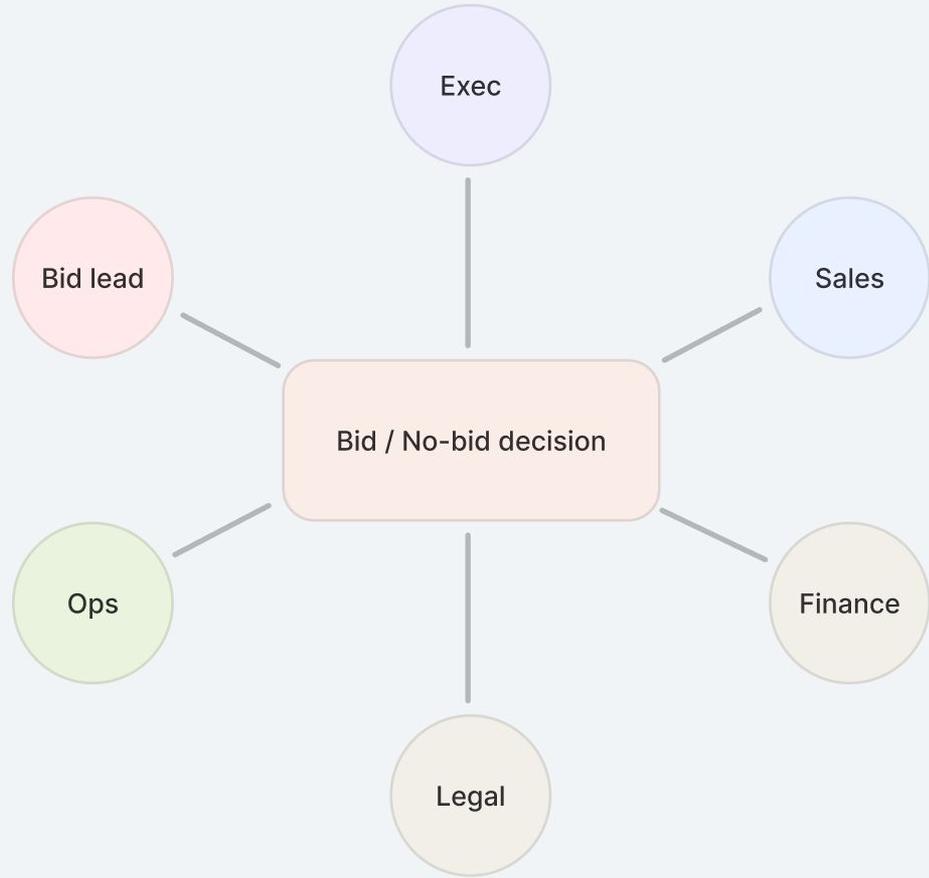
8 of 16 questions to answer

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Question	Weight	Score
Did we know this was coming?	High	Good
Can we deliver the scope of work?	High	Good
Do the commercial work for us?	Medium	Good
Is the price weighting sensible?	Medium	Okay
Are we confident we can submit on time?	Low	Poor
Do we have the necessary certifications?	Medium	Select
Do we have the required insurance levels?	Medium	Select



**Who should be in the room
for a bid/no-bid decision?**





How do you run a strong bid kick-off?

- ~~1 Background and context: client and opportunity overview~~
- ~~2 Opportunity info: project description, value, duration~~
- ~~3 Qualification scorecard review and challenge~~
- 4 Key dates and bid timeline
- 5 Evaluation criteria: quality %, price %, social value %
- 6 Quality questions overview
- 7 Pricing schedule overview
- 8 Social value requirements overview
- 9 Resources required and win themes

Confirm decision to proceed + next steps

04.

Q&A

Any questions?