



WEBINAR

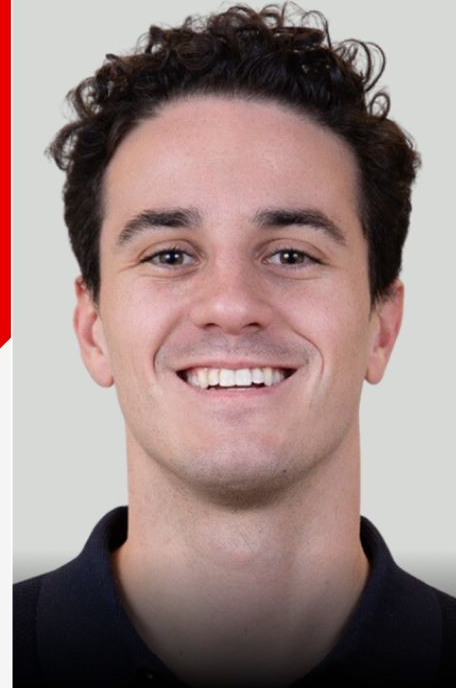
10-10:45AM, 9th April 2026

How to manage multiple live opportunities at once

How top bid teams prioritise, protect quality, and keep stakeholders on side



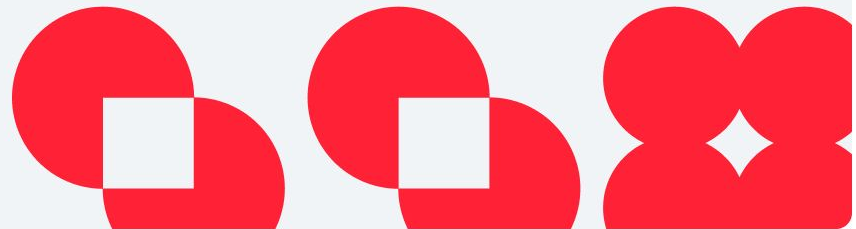
Christina West
Founder, BidQuest



Connor Holbert
Growth Manager, Stotles

Welcome to our three-part webinar series

- ④ ~~Session 1: Most bid teams lose before they start writing (25th March)~~
- ④ **Session 2: How to manage multiple live opportunities at once (today)**
- ④ Session 3: AI can write your bid, but can't guarantee a win (Register now - 22nd April)



Agenda

Welcome and introductions

Meet your speakers and what we'll cover today

Section 1: Seeing the full picture

How to prioritise across live bids when everything feels urgent.

Section 2: Setting up a bid from day one

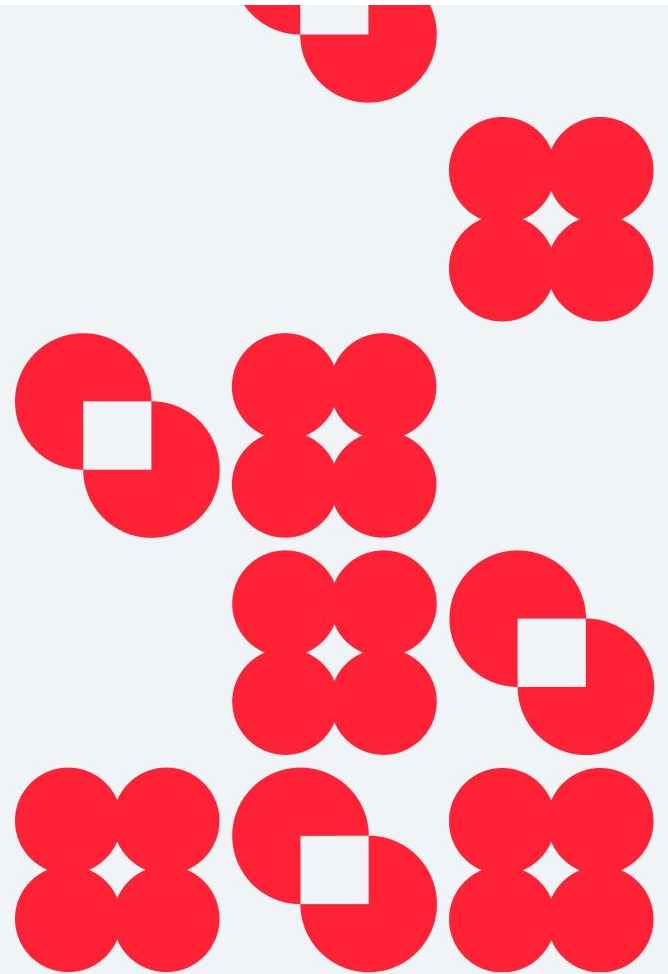
Kickoffs, work breakdowns, and not losing your files.

Section 3: Getting the right people contributing

Managing SMEs and stakeholders before anyone starts writing.

Live Q&A

Your questions answered by Christina and Connor.





The single platform to grow your public sector revenue



Create strategy



Build pipeline



Track tenders



Win bids

Trusted by



Christina West, Founder, BidQuest

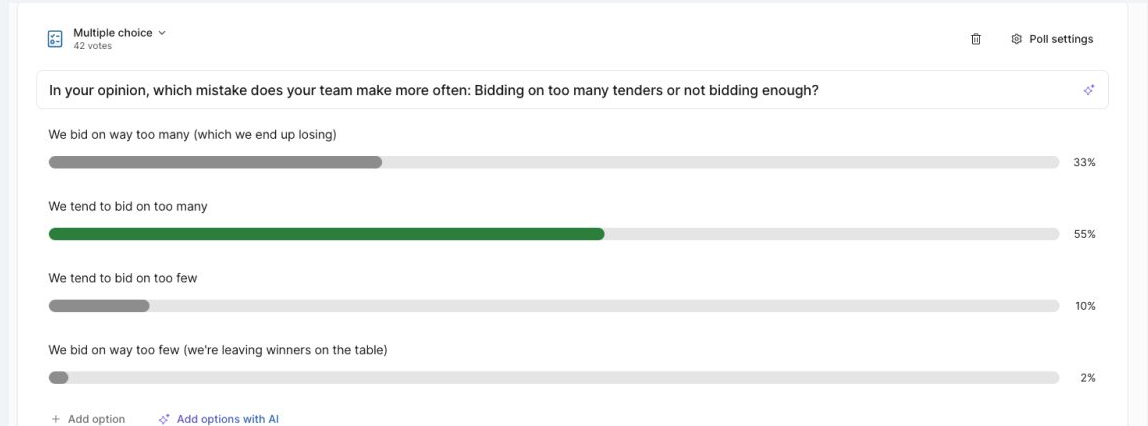
- APMP Accredited bid professional with 13+ years leading complex public sector bids
- Helped secure hundreds of millions of pounds in public sector contracts across technology, cyber security, healthcare, and national infrastructure
- Previously Acting Head of Bids and Contracts at Oxford Innovation 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



We asked you in session 1



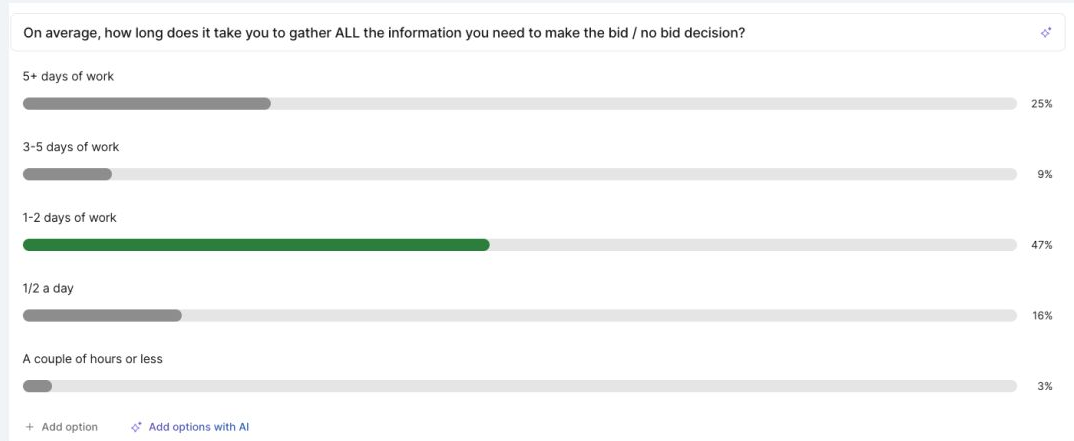
Which mistake does your
team make more often?



We asked you in session 1



On average, how long
does it take you to gather
ALL the information?



01.

Seeing the full picture

How to prioritise across live bids



When everything's
marked high priority, how
do you decide where your
time goes?





Five opportunities just landed. How do you quickly size the work?

- What are the actual deliverables?**
Pages, appendices, questionnaires, CVs, IT security forms

- Repeatable or bespoke?**
Have we delivered this before and have content to draw from?

- Can we group any of these?**
Are any bids similar enough to share content across?

- Do we know this buyer?**
Existing relationship and past content, or starting from scratch?



What are the early warning signs that a bid is going off track?



Escalate now

Strategy shift mid-bid. Key person disengaged.
Re-qualification needed. Consider walking away.



Intervene this week

Missed internal deadlines. Sporadic responses.
People skipping standups or cancelling meetings.



On track

Team attending meetings. Progress visible.
Deadlines being met. No blockers surfaced.



How do you keep everything visible and trackable when you're running five bids at once?

Task	Owner	Target date	Status
Client reference #1	Aristotle	07/04	Not started
Client reference #2	Homer	08/04	In progress
Executive summary	Aristotle	10/04	Not started
Social value Q1-6	Plato	06/04	Completed
Financial viability	Homer	08/04	Not started
Carbon reduction plan	Aristotle	07/04	Completed
Legal review of terms	Plato	08/04	Not started
Pricing schedule	Socrates	10/04	In progress
Updated H&S policy	Socrates	10/04	In progress

02.

Setting up a bid from day one

Kickoffs, work breakdowns, and not losing your files



**What does a good bid
kickoff actually look like?**



What most teams do

Rush into a call before reading the ITT

Key people missing or uncommitted

No mandatory requirements check

No clear next actions or owners



What the best teams do

Pause to assess before convening

Mandatory requirements verified first

Key people attend and commit resource

Clear owners and actions from day one



You have resource for one and a half bids. Your CEO wants both.

BID A
Rebid

- Biggest client in the portfolio
- Proven track record of delivery
- Team knows the buyer well
- Existing relationship and content

WIN PROBABILITY

70%

Lower risk

VS

BID B
New logo

- Transformational contract value
- Opens a new market entirely
- Starting from scratch with buyer
- No existing content or relationship

WIN PROBABILITY

30%

Higher reward



What's the minimum infrastructure a bid team needs to not lose control?

Name	Date	Size
FINAL_v3_CW_edits_RE...	2 Apr	847 KB
Copy of Copy of Bid R...	28 Mar	1.2 MB
bid response LATEST d...	1 Apr	923 KB
pricing v2 UPDATED jo...	31 Mar	2.1 MB
Untitled document (3).docx	27 Mar	156 KB
response_v4_USE_THI...	3 Apr	901 KB
social value DRAFT ne...	30 Mar	4.5 MB
exec summary CARST...	3 Apr	512 KB

Hours lost



Name
1. Original docs
2. Working docs
3. Final docs
4. Client communications
5. Research and planning
6. Terms and conditions
7. Award

10 minutes

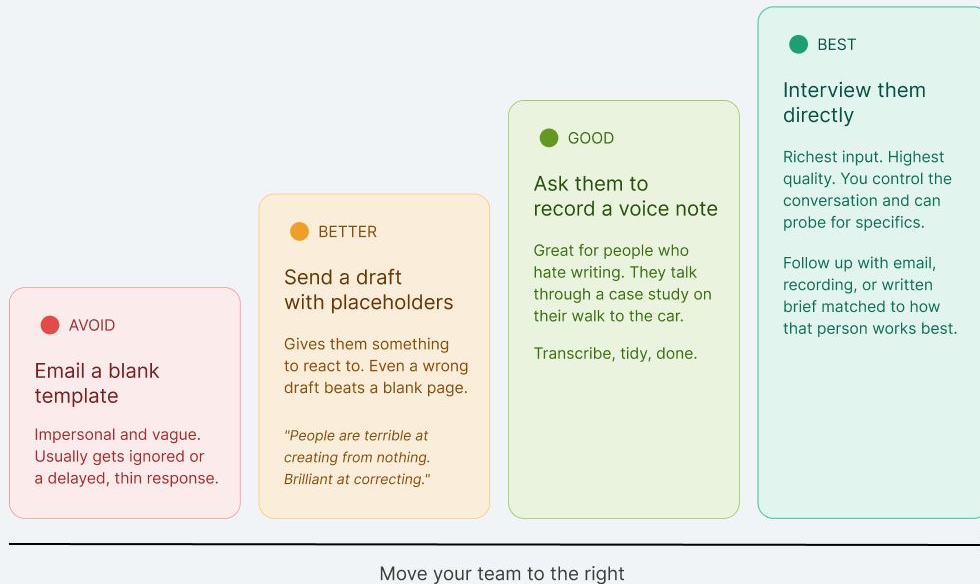
03.

Getting the right people contributing

Before anyone opens a blank document



What's your approach to getting quality input from SMEs?





Before your writers open a blank document, what needs to be true?

01

Kickoff held with key people
Decision-makers attended and committed resource

PASSED

02

Win themes agreed
Team aligned on why the buyer should choose you

PASSED

03

Compliance matrix completed
Every requirement mapped to a section and an owner

PASSED

04

SME inputs gathered
Not blank templates sent. Actual content to work with.

PASSED

05

Word counts and section owners assigned
Everyone knows what they're writing and how much

PASSED

All gates passed. Clear to write.



When a senior stakeholder pushes for something unrealistic, how do you hold the line?

AVOID

"We're really busy."

Vague

Easy to dismiss

Changes nothing



Result

They override you. You absorb the work. Something else suffers silently.

TRY THIS

"If we take on bid X, we pull resource from bid Y which has a 70% PWIN. Here's the trade-off."

Specific

Forces a decision

Shifts ownership



Result

They see the trade-off. They make the call. The decision is theirs, not yours.

04.

Q&A

Any questions?