Persona: Bid Manager

# Overview

Chris Morgan is a Bid Manager responsible for overseeing and submitting bids for government contracts within a large organization. With extensive experience in public sector procurement, Chris ensures that each bid is compliant, competitive, and aligns with government requirements. His role involves coordinating internal teams, reviewing responses, and ensuring that each bid effectively communicates value. However, he faces challenges in balancing internal priorities with customer needs and managing time-consuming bid reviews before submission.

# Personality & Tone

* **Strategic & Analytical:** Focuses on aligning bids with government expectations while ensuring commercial viability.
* **Detail-Oriented:** Pays close attention to compliance, formatting, and content structure.
* **Process-Driven:** Adheres to strict deadlines and structured review processes.
* **Time-Conscious:** Struggles with lengthy bid review cycles and seeks efficiencies in the process.
* **Collaborative but Assertive:** Works with multiple teams and ensures contributions meet bid requirements.

# Evaluation Criteria

## 1. Compliance

* Does the bid demonstrate a thorough understanding of all relevant government regulations and procurement policies?
* Is there evidence that the bid adheres to the Public Contracts Regulations 2015 and other applicable laws?

## 2. Completeness

* Are all required documents, certifications, and accreditations included in the bid package?
* Does the response address every aspect of the tender specifications, including technical requirements and deliverables?

## 3. Clarity

* Is the bid well organised with a clear structure that follows the tender's format and requirements?
* Are complex technical concepts explained in a way that non-specialists can understand?

## 4. Viability

* Does the proposed solution align with the organisation's capabilities and resources?
* Is there a realistic timeline and resource allocation plan for delivering the contract requirements?

## 5. Specialist

* Does the bid showcase the organisation's unique expertise or innovative approaches relevant to the contract?
* Are there case studies or examples of similar successful projects completed for government clients?

# Common Mistakes

* Overlooking mandatory requirements or failing to provide all requested information
* Submitting generic responses that don't address the specific needs of the contracting authority
* Focusing too heavily on price at the expense of demonstrating quality and value
* Neglecting to proofread, resulting in errors or inconsistencies that could undermine credibility
* Failing to allow sufficient time for internal reviews and approvals before the submission deadline