

# The Main Report

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## Don't Use 'Template' Bid Strategy Formulation

Bid Strategist *Jordan Kelly* says there's an endless list of reasons why relying on templates is highly inadvisable when responding to EOIs and RFPs - and she's covered some of these in previous columns. It's an equally bad practice to try to produce your informing bid strategy using a template approach. Here are just three reasons why what Kelly calls "*templated thinking*" should be hotly avoided when formulating strategy:

1. A template will almost invariably produce a generic output. By its very nature, it cannot adequately develop your investigation into the client's unique situation and needs.
2. Strategy development requires more than a facilitated workshop and a series of templates. It requires a plan based on deep and thorough research - verified and brought to the table for further analysis and critical decision-making.
3. A template-directed discussion will hit an early wall. At best, the conclusions resulting from a template-based approach will stop the discussion at a pre-determined point - and quite possibly (well) short of the best possible strategic decision.

**Jordan Kelly is a bid strategist and coach. Her flagship book, 'Think and Win Bids,' is available at [www.bidstrategist.com](http://www.bidstrategist.com). Readers can also subscribe to her newsletter, 'The Bid Strategist,' there.**