
**MODULE 9 - LEARNING FROM LOST BIDS:
MAKING THE MOST OF THE OPPORTUNITY**

- › Debriefing: Always do it!
- › Lessons learned from unsuccessful bids
- › The cup half full: monitoring winning bids and subcontracting to winning bidders

Purpose:

The purpose of this module is to provide some tips and suggestions on how to make the most from a lost bid.

Is the Cup Half Full or Half Empty?

Don't look at a lost bid as a lost opportunity – look at it as a chance to learn, improve and position yourself for future success. Winning competitive bids isn't easy and it takes practice to get your game up to speed. Don't be too hard on yourself – especially if this is new territory for you.

DEBRIEFING: ALWAYS DO IT!***Ask for a Debriefing Interview with the Buyer***

Request an opportunity to debrief on why your bid wasn't successful – some buyers always make this part of their standard operating process (BC Government), others may not (VANOC typically doesn't due to capacity issues). If you can access this information – take it to heart and share it within your proposal team – discuss it to get common perspectives on what could be done differently next time. This is a valuable opportunity so definitely take advantage of it if you can. You can learn critical information about whether your pricing was competitive, if your recommended approach was well received as well as other factors that you can improve upon next time.

LESSONS LEARNED FROM UNSUCCESSFUL BIDS***There May Be a Second Chance: Always Be Gracious and Be Ready***

It is not uncommon for a winning bidder to have difficulties (remember the risk management section in Module 8) meeting their supply obligations – so you never know – you may get a call back. This means you must always be gracious if you are not the successful bidder. Otherwise you could jeopardize future opportunities of working with an organization.

THE CUP HALF FULL: MONITORING WINNING BIDS AND SUBCONTRACTING TO WINNING BIDDERS***Look for Subcontracting Opportunities***

Just because you didn't get the primary contract doesn't mean you can't be a subcontractor. Many organizations will publish the results of their bids so you can find out who was successful (and maybe even how much they bid to get the job). VANOC and the 2010 Commerce Centre have created a Winning Bidders Database for all 2010 Winter Games related bids. Review the Winning Bidders Database and follow-up with winning bidders to let them know about your capabilities. You may just get a piece of the action after all!