

backup

plan

gove

Compliance

risk

audit

interr

management security
data governance

**BIDS THAT WIN BUSINESS
TENDER STRATEGY,
BID WRITING & DESIGN**

CAPABILITY STATEMENT

data

consulti

GROW YOUR PORTFOLIO WITH BIDS THAT WIN

OUR CONSULTANCY HAS A SIMPLE MISSION: TO HELP AUSTRALIAN ORGANISATIONS WIN & RETAIN MORE BUSINESS WITH STRATEGIC BIDDING & POWERFUL WRITING

Most large contracts are awarded on the strength of tender responses, proposals and segment-tailored communication. Those bids win business by connecting buyer needs with bidder solutions. Yet developing a competitive strategy and persuasive written content demands specialist skills that are not readily available in most organisations.

Cognium was established to meet this challenge: tenders and proposals form our core business. We combine left-brain analytical thinking with right-brain creativity to create competitive responses that are clear, engaging and persuasive.

A boutique, Sydney-based consultancy, we tailor our approach around your needs and shape our services to the scale of each opportunity, seamlessly extending the capabilities of your business development and tender teams.

Since 2007, we have been lead consultants for dozens of high-value opportunities, and have delivered on our vision with a string of impressive wins.

TO EXPLORE HOW YOUR ORGANISATION CAN ENSURE YOUR BIDS MEAN BUSINESS, CONTACT US OR VISIT OUR WEBSITE

Cognium 
CONSULTING

 www.cognium.com.au

 info@cognium.com.au



BIDS, TENDERS & PROPOSALS CHALLENGES & OPPORTUNITIES

DEVELOPING WINNING BIDS FOR LARGE
CONTRACTS CAN BE CHALLENGING
PARTNERING WITH BIDDING EXPERTS CAN
HELP YOU WIELD A COMPETITIVE EDGE



TOO LITTLE TIME

BUSINESS-WINNING BIDDING
TAKES TIME - AND THAT
MAY BE HARD TO FIND IF
YOU'RE FOCUSING ON YOUR
'BUSINESS AS USUAL'



EXTENDED TEAM

TACKLE MORE
OPPORTUNITIES, MORE
OFTEN BY TAPPING INTO
EXPERT ASSISTANCE—
WHEN YOU NEED IT



SPECIAL SKILLS

THE BEST RESPONSES USE
POWERFUL WRITERS &
PROFESSIONAL DESIGNERS—
SKILLS YOU MAY NOT HAVE
ACCESS TO IN-HOUSE



SPECIALIST SUPPORT

BID EXPERTS CAN HELP
YOU PUT YOUR BEST FOOT
FORWARD WITH PERSUASIVE
CONTENT, POWERFUL VISUALS
& PROFESSIONAL TEMPLATES



LIMITED BUDGET

IT CAN BE HARD TO KEEP
UP WITH THE COMPETITION
WITHOUT ADDING SKILLED
PEOPLE OR STRAINING
ALLOCATIONS



COST-EFFECTIVE

ENGAGING AN EXPERT FOR
A SPECIFIC BID OR PROJECT
IS A LOW-COST WAY TO
DELIVER A PROFESSIONAL,
STRATEGIC RESPONSE

WHY PARTNER WITH COGNIUM?



WE'RE SPECIALISTS

Our core business is tender consulting and developing business-to-business communication: we have specialised in tenders, proposals and pitches since 2007.



WE'RE FLEXIBLE

Some of our partners engage us for specific opportunities, others retain us to work on every major bid. Whatever your preferences we will tailor our approach to flex to your budget and needs.



WE GET RESULTS

Our history of major wins and glowing client testimonials confirm that our better-practice approach wins more business, more often.



WE DELIVER UNDER PRESSURE

Our writers bid into government for multi-million dollar contracts, and are experts at writing to deadlines or within tight word counts. We've never missed a deadline in a decade of bidding.



WE KNOWLEDGE SHARE

We love spreading our passion for better bidding. In every engagement, we seek to uplift team capabilities through collaboration and real-time coaching.



WE'RE 100% AUSTRALIAN

Our consultants are based in Sydney and Melbourne and can work on-site at your premises or remotely.



STRATEGIC BID CONSULTING

PLAN YOUR BID STRATEGY, WIN THEMES & TENDER RESPONSE IN LINE WITH BETTER PRACTICE

- **CAPTURE & BID STRATEGY**

We can support your pre-tender planning, buyer needs analysis, competitor benchmarking and value proposition development

- **RESPONSE ANALYSIS**

Playing the role of a skeptical buyer, our experts will highlight opportunities to improve your bid to emphasise differentiators

- **BENCHMARKING**

Assessing your past bids against better practice can guide your continuous improvement process and highlight training needs



COMPELLING BID WRITING

WELL-WRITTEN BIDS ARE SIMPLE TO READ & EASY TO EVALUATE, GIVING THE BUYER GOOD REASON TO SELECT YOUR PROPOSAL

- **TENDER EXPERTS**

Our experts are bid specialists, applying years of tender-winning experience to writing and editing

- **COLLABORATE**

We work closely with your subject matter experts to spotlight your unique strengths and develop your drafts into business-winning writing with a single tone of voice

- **WORDS THAT MEAN BUSINESS**

Our written content uses clarity, brevity and impact to emphasise winning themes that talk directly to buyer needs

- **EXEC SUMMARIES**

Developing powerful, buyer-centric summaries is one of our specialties

HOW WE HELP YOU WIN MORE BUSINESS



EXTEND YOUR BID TEAM

NEVER MISS AN OPPORTUNITY AND MAINTAIN QUALITY – EVEN DURING YOUR BUSIEST TIMES

- **BOOST CAPACITY**
Extend your existing teams seamlessly, adding additional skilled hands and minds when you need them most
- **SAVE TIME**
Outsource time-consuming writing and editing to our writers, so you can focus on value-adds, shaping your pricing strategy and building innovation into your offer
- **GAIN A SAFETY NET**
We are crisis specialists and have never missed a deadline: during bid time our core hours are 24 hours, seven days per week, 365 days per year
- **FLEXIBLE ARRANGEMENTS**
Our specialists can work either remotely or on-site with your teams



ADVERTISING-GRADE DOCUMENT & VISUAL DESIGN

STAND OUT FROM THE CROWD & ENSURE YOUR KEY POINTS POP WITH BESPOKE DOCUMENT DESIGN & INFOGRAPHICS

- **VISUAL CREATIVITY**
We can rework your existing graphics, transform your rough pencil sketches or even create visual concepts from your written content
- **MAXIMISE YOUR VALUE PROPS**
We know how to visually emphasise your differentiators - remaining compliant even when response templates limit creative freedom
- **ONE-STOP DESIGN SHOP**
We can provide full-service, brand-compliant visual design, from templates to content styling and diagram development



PUBLISHING & PRINT PRODUCTION

MAKE SURE YOUR BIDS LOOK AS GOOD AS THEY READ

- **PAPER & BEYOND**
Our designers create folders, boxes, clamshells and even custom-printed USB sticks for major submissions
- **PRINT PERFECTION**
We partner with Australia's most-trusted tender print-specialists to guarantee the best print quality and on-time fulfilment
- **ELECTRONIC BIDS**
Our publishing gurus will build links, bookmarks and other features into your interactive PDFs

FREQUENTLY ASKED QUESTIONS

Q: WHAT IS YOUR METHODOLOGY?

We realise that your people are subject matter experts when it comes to your core business, the solutions you offer, the industry and the buyer, so we work closely with them right throughout our bidding process.

We begin by helping to develop vital key ingredients such as:

- A deep understanding of the key stakeholders, buyer needs and hot buttons
- A thorough analysis of the RFT, RFP or EOI, especially the Evaluation Criteria
- A comprehensive summary of your core offer, capabilities and differentiators
- A handful of compelling value propositions that position your solution uniquely
- Initial drafts including answers to questions, proof points and data

While editing your responses so they are clear, compelling and accurate, we generate win themes that link your unique value propositions to your buyer's needs. Finally, we craft an executive summary or cover letter that presents your key propositions within a succinct and powerful synopsis.

Q: DO YOU GUARANTEE WE WILL WIN?

No. Besides unstated buyer intent (such as 'testing the market') winning depends on a number of critical success factors beyond the document you submit, including your existing relationship with the buyer, your pricing and value strategy, perceived risks and so on. Our consultants can help you strengthen these elements during the pre-bid phase. We DO guarantee to use a proven approach that has won

business for organisations across the country and that will let you put your best foot forward.

Q: WHAT IS YOUR WIN RATE?

Win rate can be a vital strategic performance measure within a single organisation. However, tracking win rates across the large range of industries and organisations with whom we work is less meaningful.

For example, for some of our clients, a 60% win rate in some markets is strategically healthy as it builds capability and/or relationships. For others, a 90% win rate is unacceptable - especially if they had a hand in shaping the RFT.

That said, our writers maintain an overall win rate of around the 80-85% mark, tracked over the past ten years. References from existing clients are available on request.

Q: HOW MUCH DOES YOUR SERVICE COST?

Because we tailor our approach to your needs and to the opportunity, costs vary widely with each project we undertake. Factors affecting cost include:

- Bid complexity
- Contract value and associated pursuit budget
- Response length and number of stages
- The standard of the written draft you supply
- Your current tendering capabilities
- Your visual design requirements

We can tailor our engagement to your task, your timescale or your budgets. If you have a specific project in mind, we recommend that you contact us to request an indicative quote.

VALUE-ADDED EXTRAS



REDUCE LONG-TERM COSTS

Great bids contain powerful content that you can re-use in future bids and other sales material, and can strengthen your internal communications



BUILD YOUR CAPABILITY

Our consultants freely transfer skills to your teams and we provide Post Implementation Reports for large projects to share lessons learned



ADD TO YOUR LIBRARY

The content, diagrams and templates we create for you become your intellectual property to use in your future bids



CUSTOMER SUCCESS STORIES

Although different to past tenders, this response was the best response we have written.

Your unique writing talent and understanding of our business enables our offering to be communicated succinctly, and in a differentiated way.

An excellent response: well thought out and presented - [there is] a big gap between our response and the others.

You were personally invested in this bid, and gave it your best with a commitment to excellence throughout the process right up until the final edits.

You instilled a discipline in our business that has contributed towards an exponential growth over the past two years, a discipline that is focused on the needs of the buyer, proof points, and differentiation.

**GENUINE COMMENTS FROM DE-IDENTIFIED CLIENTS,
REFERENCES AVAILABLE ON REQUEST**

CONTACT

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DISCLAIMER

The product options described in this document are subject to pricing considerations.

Please contact Cognium Consulting for a full proposal.

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