



## Sales Coach Series

First published in Infomatics

---

### Formal ITTs

*First published on 01/11/2000*

#### The Dilemma

I seem to be successful at finding opportunities but rarely get short-listed in formal tender situations.

#### The Coaching

Getting these four aspects of the formal tender process right will increase your chances of success

1. **The criteria.** Can you meet all the customer's criteria for choosing a supplier?
2. **The relationship** Have you built a relationship with the key decision makers and influencers prior to receiving the ITT? How close are your competitors to the customer? Have any potential suppliers had input into the design or specification? How excited will the customer feel about receiving your proposal?
3. **The solution** How far can you deviate from the specification? If the customer has requested specific manufacturers or technologies you will need to be very confident of the relationship if your solution proposes alternatives. How can you differentiate your company from other suppliers in a way that the customer will value?
4. **The document** Does your proposal conform to any layout, format or structure specified in the ITT? Don't simply enclose standard information without clearly stating the facts requested in the relevant section of the document. Individuals involved in the decision will want different types and levels of information. Technical specialists may want detailed specifications whilst the IT Director will want a high-level overview of what you are offering. Structure and lay out the document so that each reader can easily identify the information relevant to them. Inspire confidence in your company's ability to deliver against all these needs and expectations. The Executive or Management Summary is therefore crucial and should be a succinct and compelling argument of why the customer will benefit from choosing you.