

Bid/No Bid Decision Matrix

Example

Use this bid/no bid decision matrix to quickly score new opportunities against clear criteria, so you focus time and resource on tenders you can genuinely win.

Scoring guide

1 = Very weak/no evidence | 2 = Weak | 3 = Adequate | 4 = Strong | 5 = Very strong

Criteria group	Criterion	Score (1-5)	Weighting (%)	Weighted score	Evidence/notes	Red flag? (Y/N)
Client and strategic fit	Existing relationship with client					
	Opportunity aligned to our strategic focus					
	Contract value, length and location are suitable					
Capability and capacity	Strong, relevant experience and case studies					
	Operational capacity to deliver to the required standard					
	Required accreditations, licences and qualifications					



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Criteria group	Criterion	Score (1-5)	Weighting (%)	Weighted score	Evidence/notes	Red flag? (Y/N)
Commercials and risk	Budget and pricing allow sustainable margin					
	Contract terms and risk profile are acceptable					
Winnability and insight	Quality of insight into client needs and drivers					
	Relationship strength vs competitors					
	Incumbent position and realistic chance of success					
	Clear differentiators we can evidence in the bid					

TOTAL POSSIBLE WEIGHTED SCORE: 100

DECISION OWNER:

TOTAL ACTUAL WEIGHTED SCORE:

DECISION DATE:

RECOMMENDATION:

Contact us

For more information or to speak to one of our bid experts about your results, please contact us using the following information.



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