Public Sector Pipeline Building
What? Why? How?

Welcome

Who are we?

We're a leading provider of bid management services in the UK with an 86% win rate and a specialist bid software provider.

About your hosts…

Chris Williamson – Head of Sales

Chris began his career in robotics and automation, working with both public and private sector organisations. Over the past 10+ years, he has built deep expertise in public sector sales and has supported countless businesses on their journey to winning contracts.

Samantha Ash – Senior Bid Manager

Sam has over 10 years experience working in both bids and sales which gives her a unique perspective of bidding and how important the alignment between work winning teams is.

Before we get started…

Is the webinar recorded?

Yes, we'll email the recording after the webinar along with links to all the resources

Can we ask questions?

Absolutely, use the Q&A / chat feature in Teams.

Feedback

We'd love to hear your feedback on the webinar.

Today's Agenda

- What is a pipeline?
- Why are they important?
- How does a pipeline help me win work?
- Where should I start?
- Bid Myth busting
- Q&A
- Takeaways

"Why pipeline building matters for your organisation"

Do not edit
ow to change the desig

Where’s your pipeline at?

The Slido app must be installed on every computer you’re p

slido

What is a pipeline?

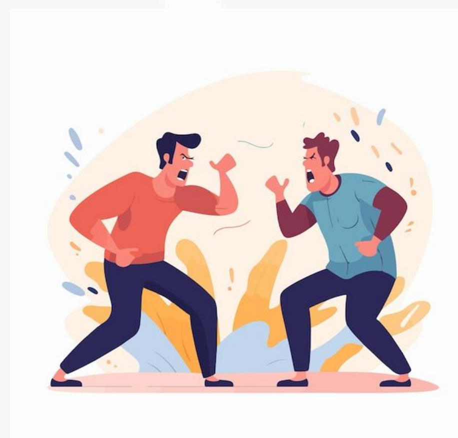
- The ongoing process of identifying, qualifying, and progressing opportunities to achieve sales/bid goals
- Here's a typical sales pipeline

Lead → Qualification → Evaluation → Proposal → Close

- Here's a typical bid process

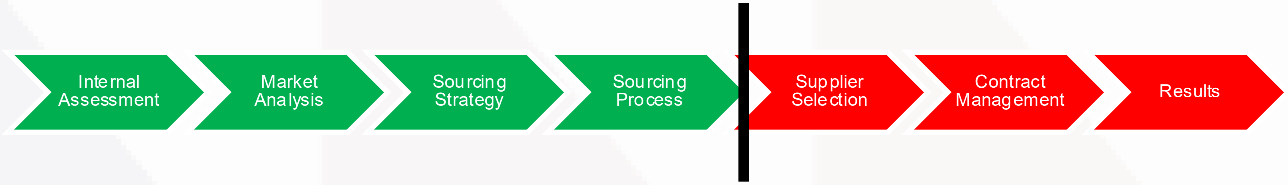
Tender published → Panic → Minor qualification → Bid submission → Cross fingers

- Why the difference?



What is a public sector pipeline?

- A pipeline is a strategic view of all potential opportunities at various stages of development, from early market intelligence to contract award.



Influenceable Period **Non-Influenceable Period**

Key Components

- Opportunity details and value
- Stage in procurement cycle
- Probability of winning
- Key decision makers
- Competition analysis

- Where can we build pipeline from?
  - Existing clients: Upsell, cross-sell, repeat business
  - New prospects: Target accounts, cold outreach, inbound leads
  - Market intelligence: RFPs, tenders, government and industry portals
  - Referrals and partnerships: Leveraging your network

Why are they important?

Predictable Revenue
Forecast future income and resource requirements with confidence, enabling better business planning and financial management.

Strategic Resource Allocation
Prioritise high-value opportunities and deploy your best talent where it matters most, avoiding wasted effort on low-probability bids.

Early Client Engagement
Build relationships before procurement begins, influencing requirements and positioning yourself as the trusted partner of choice.

Competitive Intelligence
Track competitor activities, understand market dynamics, and identify gaps where your business can excel.

SWOT Improvement
Identify your market strengths, see new and upcoming competitors quicker, spot market opportunities before your competitors, and identify and mitigate risks as early as possible.

How does a pipeline help me win work?

Time to Prepare

Early awareness gives you months to develop compelling solutions, gather evidence, and build win themes, rather than rushed last-minute responses.

Shape the Requirement

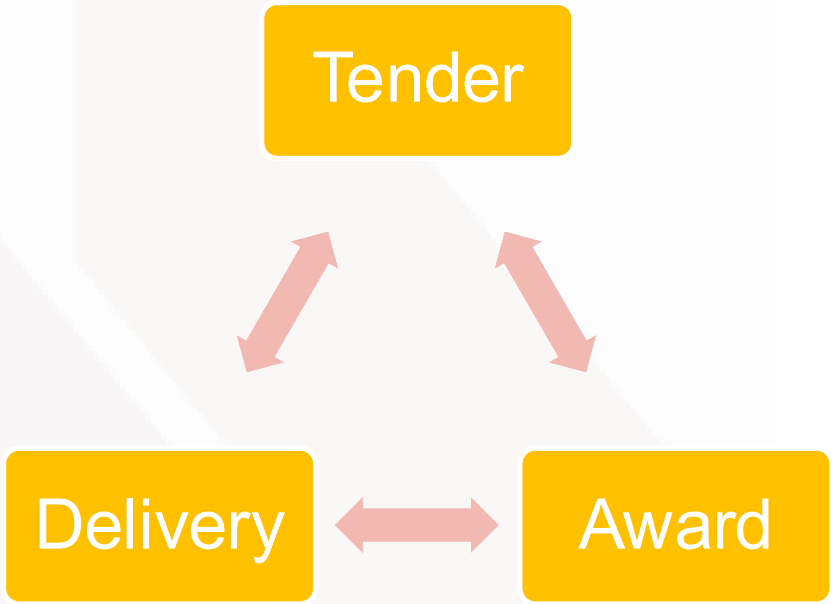
Pre-procurement engagement allows you to influence specifications, highlight innovative approaches, and ensure requirements align with your strengths.

Build Relationships

Develop trust with key stakeholders, understand their challenges deeply, and position your team as experts who genuinely understand their needs.

Strategic Bidding

Make informed go/no-go decisions based on win probability, avoiding costly bids you're unlikely to win and focusing on opportunities that match your capabilities.



Where should I start?

Step 1
Ringfence Your Own Contracts!
- Before you start looking to win new work, secure your existing contracts

Step 2
Define Your Target Market
- Identify which public sector organizations and frameworks align with your capabilities. Focus on departments, local authorities, or agencies where you can deliver exceptional value

Step 3
Establish Information Sources
- Monitor Find a Tender Service, framework websites, and industry publications. Set up alerts for relevant keywords and contract values.

Step 4
Get Team Buy In
- This is a change, make sure your team are bought into it and help them understand their new roles, responsibilities and the impact they will be having on their colleagues and the business.

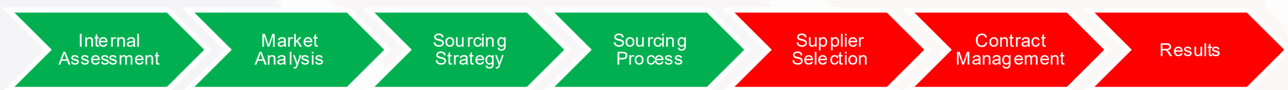
Step 5
Create Your Tracking System
- Implement a CRM or spreadsheet to log opportunities with key fields such as client, value, stage, probability, next actions, and responsible person. Update it weekly!

Step 6
Develop Engagement Plans
- For priority opportunities, map stakeholders and create outreach strategies. Offer thought leadership, case studies, or informal discussions to build relationships.

Step 7
Review & Refine
- Hold regular pipeline reviews with your team. Assess win probability, resource requirements, and strategic fit. Archive dead opportunities and celebrate wins.

Start small, start internally

1. **Marketing**
2. **Sales**
3. **Bids**
4. **Delivery / Contract**



Marketing ↔ Sales ↔ Bids ↔ Delivery

Playbook 1 – How to build a basic Pipeline

What's the minimum viable information we need to be useful?

- Buyer Name, Contract Title, Start Date, End Date, Awarded Amount, Awarded Supplier

How can we get this information?

- Find a Tender Service
- BidStats
- ChatGPT

Create your database, ideally in a CRM (HubSpot has a free version)

Set reminders at key action / decision points

Get out there!

Playbook 2 – How to use FOI Requests

FOI's are great – but use them with caution!

Yes, you can uncover great information, but you're also exposing that same information to everyone else who might be looking.

Example Use Case: Incumbent contract is coming up to its extension point.

Desired Outcome: If you're the incumbent, push them towards an extension. If you're not, push them back to market.

How?

1. Identify the incumbent
2. Research any information online about contract performance
3. Bid win themes & outcomes
4. Send FOI to uncover information
5. Act accordingly

Bid Myth busting

Pre-bid engagement is illegal	Wrong! (mostly) You can speak to Buyers until the tender is released. Once live, all communication must be done via the portal.
Buyers don't want to speak with Suppliers	Wrong! Buyers are taught as part of their sourcing process to evaluate and speak with prospective Suppliers, they often lack the time to do so.
Building relationships is a waste of time, everything's down to the tender	Wrong! Once the bid's released you can only bid on what's been specified. What if their specification excludes you?
Buyers always favour the incumbent	Wrong! Although they do have the perfect opportunity for pre-bid engagement and often take it which increases their re-bid success.

Homework

Do

- Review your own contracts
- Define team roles
- Agree & monitor KPIs
- Record Award notices
- Look out for PINs
- Speak to Buyers

Don't

- Wait for tenders to go live!
- Wait for Buyers to make decisions!
- Ignore warning signs
- Work in silos – it's a team game!

2025 Readiness Check

- Audit current pipeline (if you have one)
- Apply qualification frameworks
- Schedule pipeline reviews

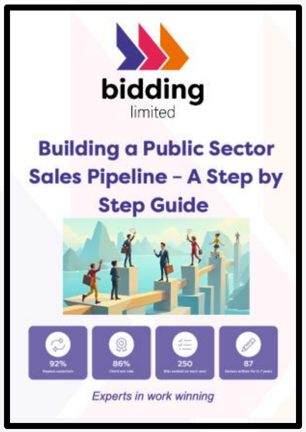
Q&A

Any questions?

Takeaways

Free Tender Alerts	Free Guides	Book a call

SCAN ME



SCAN ME

5%

40%

What are your chances?

Do not edit
How to change the design

What topic would you like th

The Slido app must be installed on every computer you're p

slido

Thank you

Until next time, happy bidding!