

Generic Sales Cycle for High Value, Complex and Strategic Opportunities

Vendor Actions/Activity

Suspect Phase

Establish - develop relationships
Map business landscape & drivers
Create – influence needs

Prospect Phase

Prospect added to pipeline process
Gather information
Prepare for Qualification/No Bid

Qualify Opportunity

Opportunity Phase

Customer/specification influencing
Preparation for Bid/No Bid
Strategy, win themes and solution
Competitors/allies/partners/subcontracts
Review competence and any Investment
Establish resource to bid

Bid/No Bid Decision

Bid/Proposal Phase

Solution identified
Bid Plan finalised and Resource allocated
Partners/Sub-Contracts firmed

RFQ Received

RFQ Review
Solution Review
Costs Identified
Proposal prepared

Bid Approval

Finalise Bid as Approved

Bid Submission

Negotiation Phase

Questions and Answers
Pre-Contract Negotiations
Final deals with Partners/Sub-Contracts
Best and Final Offers

Contract Award

Win/Loss Review

Feedback on performance - actions

Client Actions/Activity

Management evolving business strategy - plans – tactics

Decision makers/Influencers - keeping current - meeting with industry peers, technology and solution providers

Window shopping - looking at offerings that might support an imminent business need

Initial project appraisal / plan to determine how to satisfy a particular set of business requirements

Refining project proposal / plan

Sweeping market to confirm solution viable / can be bought

Identifying own resource and vendors who could contribute

Business case and project evaluation funding approved

Budget or other evidence of business significance of project

Defining requirement

Pre-qualification of vendors – preferences emerging

Prepare request for proposal and identify recipients

Formal procurement rules in place

Post bid strategy/tactics refined based on confirmed bidders and solution/vendor preference

Evaluate responses – refine initial business case - select final shortlist

Levelling solution offers and commercial terms upwards – price/total cost downward

Maintaining 1 or more stalking horses v preferred winner

Conduct due diligence - refine business case

Project approved with budget

Announce selected vendor

Start project