



Bid for work for your business

Businesses are often asked to prepare bids about the products or services they can supply to customers. Presenting a proposal of work with a quotation may be necessary when customers want to get the best deal by comparing proposals from different businesses.

This involves making sure that you:

1. identify what the customer wants and what your business can provide
2. prepare proposals and quotations that meet customer needs
3. make sure proposals and quotations are competitive and have any necessary conditions and constraints built into them
4. get any commitment needed from backers or other relevant parties

What you need to do

- understand the customer's requirements, and resolve any matters that need to be clarified
- identify the conditions or constraints which need to be built into the quotation to protect the interests of your business
- make sure the profit margin and proposed terms of sale stated in the quotation are in line with the objectives of your business
- make sure quotations supplied to customers are competitive, provide the required level of detail and are supplied within the stipulated timescales
- work out discounts or special offers and include them in quotations
- prepare proposals and quotations in your house style and in line with the presentation requirements of the customer
- make sure confidential information is protected and appropriate people are consulted prior to dispatch to the customer
- make sure proposals and quotations are stored securely in a location that allows access to authorised people



What you need to know and understand

Proposals and quotations

- the purpose of, and differences between, proposals and quotations
- how to identify and clarify customers' requirements
- why proposals and quotations should be stored securely
- conditions or constraints which can be written into quotations. (For example terms of payment.)
- how conditions or constraints can protect your business
- the sales objectives of your business
- the business procedure for writing proposals and quotations
- any business discounts and special offers
- the people who should be consulted prior to dispatching proposals or quotations

