

Speaker:  
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# Winning Sales On Digital Platforms: RFQ & Tender Bidding Best Practices

# Kevin Ng

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01

# Overview Of The Procurement Process

# How Procurement Thinks

**Procurement seeks to be compliant (Fairness, Transparency) & get Value For Money**

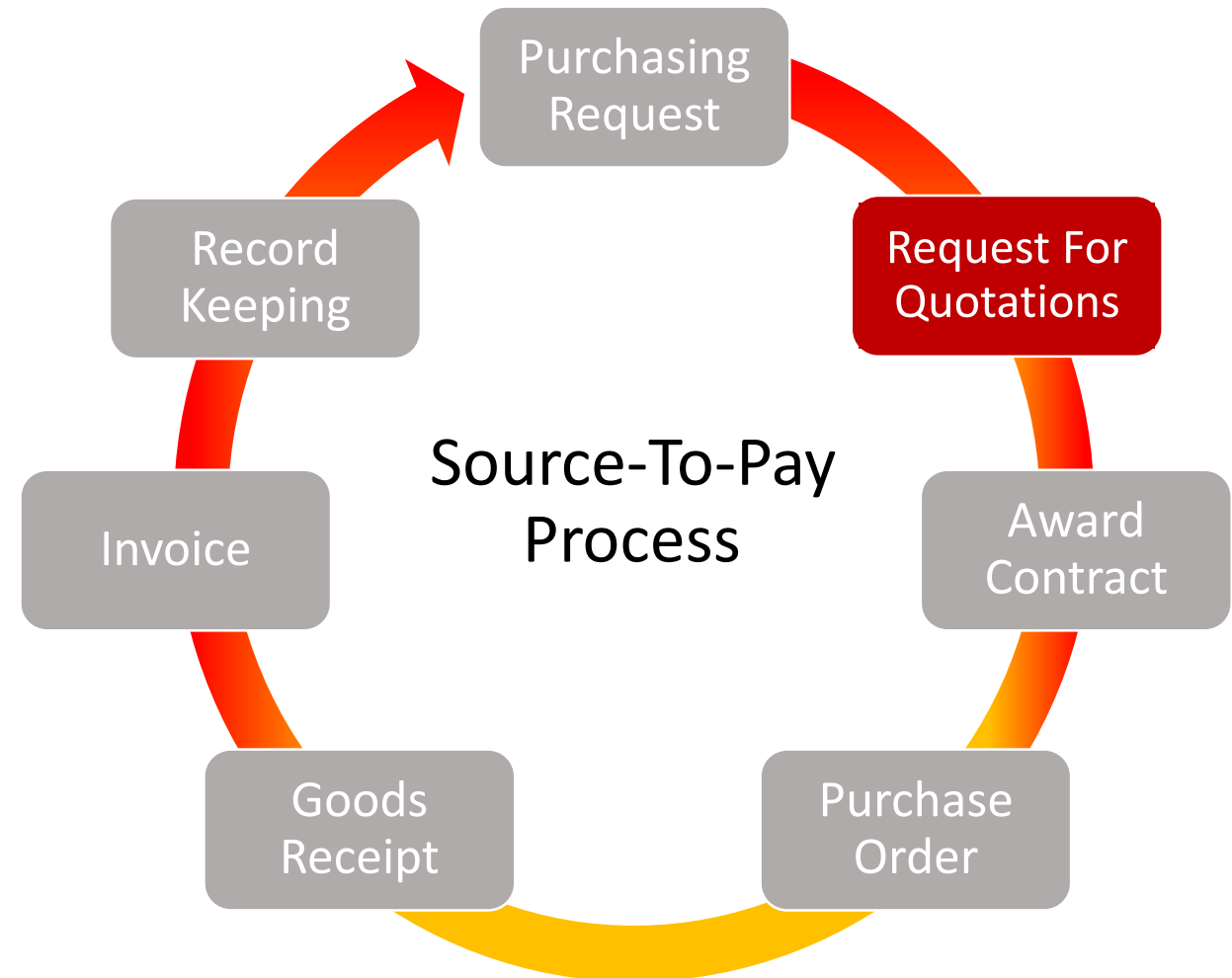
- Examining the full procurement process and striving to optimise every stage of it – Focus on Total Cost of Ownership improvement instead of unit cost reduction
- Right balance between shorter term and longer term savings opportunities needs to be achieved



# Request for Quote (RFQ)

An **request for quote (RFQ)** is a standard business process that an organization will use when they want to buy a specific product or service.

**NOTE:** A Quote is **not a firm offer** and a company can't use an RFQ as a contract or formal agreement.



# RFQs - What Type of RFQs/Tenders?



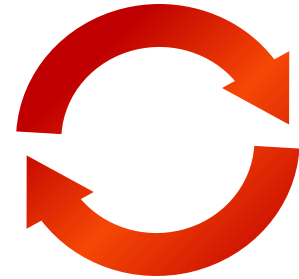
**Open Bid**



**Sealed Bid**



**Invited**

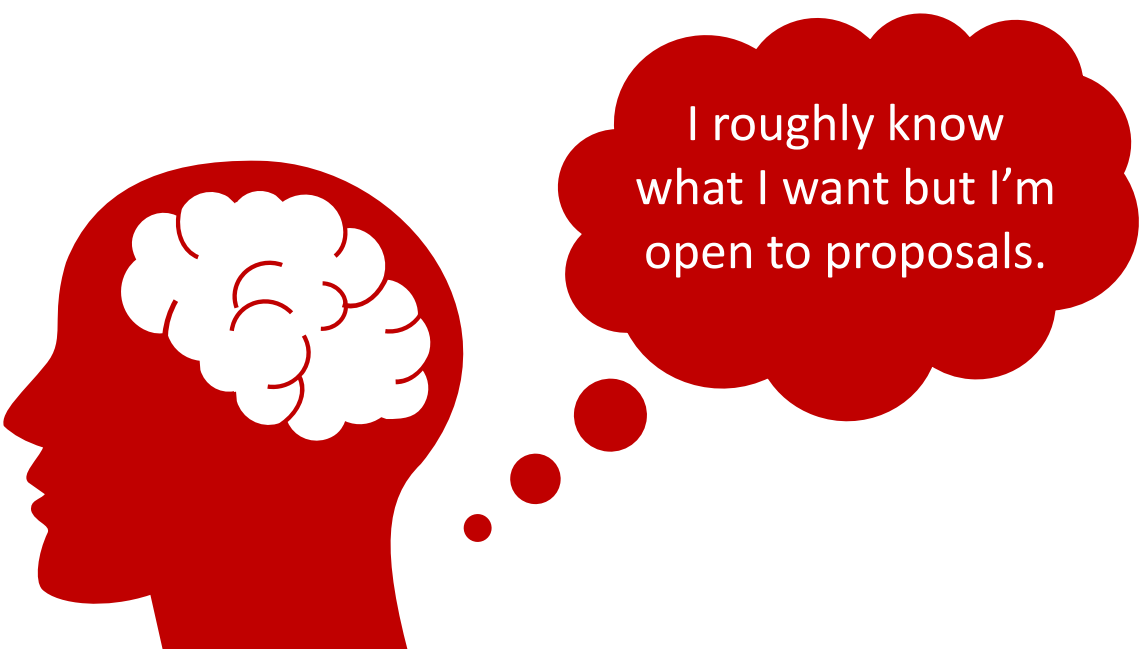


**Reverse Auction**




# Request For Quotation VS Request for Proposal

**RFP:** Used it when buyer has problem or, a roadmap for their business solution, but **wants someone to help them** finalize the plans and be part of the creative process.



I roughly know  
what I want but I'm  
open to proposals.

**RFQ/ITT:** Used when buyer knows what they want but need information on how vendors would meet their requirements and/or how much it will cost.



I know exactly  
what I want

# RFQ vs RFP vs ITT

	RFQ	RFP	ITT
<b>Use Cases:</b>	<b>Typically smaller (S\$3,001 to S\$70,000)</b>	<b>No budget range yet</b>	<b>Larger (&gt;\$70,000)</b>
	Used when seeking an itemized list of prices for something that is well-defined and quantifiable	Used in situations where the client either can't – or doesn't want to – define the Scope of Work up front to an adequate level of detail.	Used when you know what product or services is needed. Usually a lot clearer about the scope of work and the deliverables required.



# How Procurement Teams Evaluate You

Generally, the evaluation criteria may address such issues as:

- compliance with the department's terms and conditions
- the advantages of the goods and services being offered
- the ability of the supplier to meet the requirements, (including technical and management competence, financial viability, risk and insurance requirements )
- whole of life costs
- an assessment of the risks or constraints associated with the offer

# Procurement Evaluation Criteria

## Carter's 10 Cs of Supplier Evaluation

1. Competency.
2. Capacity.
3. Commitment.
4. Control.
5. Cash.
6. Cost.
7. Consistency.
8. Culture.
9. Clean.
10. Communication



A stylized globe with a network overlay. The globe is dark blue with lighter blue landmasses. A complex network of glowing blue lines and dots is overlaid on the globe, representing a digital or global network. The background is a deep navy blue.

# 02 | Using Digital Platforms

# Digital Bidding Platforms

- GeBIZ
- SAP Ariba
- Sesami
- Coupa
- ThunderQuote
- Other platforms



# Finding RFQs

Invest the time in the initial search and save yourself lots of pain in the later phases. It's important to remember to pick the RFQs you are well-equipped to fulfil with clear requirements than risk project failure or worse.

## What You Should Do :

1. **Filter** out services you do not provide, and project budgets which indicates scope of the budget to match your capacity.
2. **Look for clear and reasonable requirements** from the start. This indicates a good prospective client.

**Bonus:** Set up recurring notifications for categories you are interested in to reduce future search time!





ThunderQuote

# Finding RFQs on GeBIZ / Other Platforms

## Get Yourself Ready

1. Signup as GeBIZ trading partner
2. Apply for Government Supplier Registration
3. Sign up for alerts
4. Check the listings of Indicative Government Procurement Opportunities
5. Respond to RFIs (Request For Information)





The background features a dark blue globe with a network of glowing blue lines and dots overlaid on it, suggesting a digital or global connectivity theme.

# 03 | Becoming Digitally Ready For Bidding



# Being Digitally Ready For Bidding

## Website

Professionalism

Mobile-friendly

Clear Call To Action

## Sales Collaterals

Digital Brochure

Clear, Simple Packages

Quantified Case Studies From Industry

## Thought Leadership

Industry Specific Content

Guest Post / Get Featured On News

## Digital Platforms

Update Vendor Profile & Catalogue

Signup For Relevant Opportunities

The background features a dark blue globe with a network of glowing blue lines and dots overlaid on it, suggesting a digital or global theme.

04

# Digital Bidding Best Practices

# RFQs: Pay Attention To:



## Invitation and description

Describe your company, the requirements for the project, and any other necessary background information



## Detailed Specifications

Should contain the following:

- Delivery requirements
- Product specification
- Product quantity
- Quality requirements



## Pricing Template

When information for a specific product is in the same format, bids can be compared quickly, easily, and accurately.

# RFQs: Pay Attention To:



## Pre-Qualification Requirements

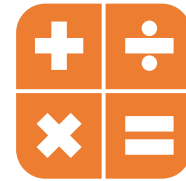
If you have not qualified suppliers by running an RFI, you can do to it during the RFQ process, but you'll need to prepare pre-qualification requirements and questionnaires



## Award Selection Criteria

Some example criteria that can be used in awarding:

- Functionality of product
- Initial price of offered product/service
- Risk associated with offered product/service
- Accreditations/Qualifications



## Submission Details & Requirements

Contact person for questions, the deadline for submitting a bid, the format for the bid, and any other relevant details

# Questions to Answer In A RFQ Bid

Here are some sample questions to help you learn about a vendor's organization, business structure, ability to do the work, and references.

<b>Company Background</b>	Provide a brief overview of your company, its history and how long it has been in business.
<b>Organisation and Management</b>	Please include relevant certifications and licenses. To which professional or trade organisations do you belong? Please provide your company's equal opportunities practices. Please provide your company's code of conduct.
<b>Financial Stability</b>	Please provide the last 1-3 years of financial audits. What is your current asset to liability ratio?
<b>Product</b>	Please provide relevant test reports for this product. Describe your product development process. Describe your quality assurance process.
<b>References</b>	Please provide references for companies with whom you've done similar work.

# Best Practices For Submitting An RFQ Bid

## Respond on time

Ensure that you are not late or submitting last minute. Late submissions are often disqualified

## Be specific about your offering

Provide as much detail as you can in your proposal, using bullet points, headers to guide & summarise the content

## Show Value For Money

While things are no longer lowest bid wins, showing quantified value line by line and Total Cost Of Ownership (TCO) are vital

## Revise & review your bid

**Have you correctly identified buyer needs, and have you left out any critical details?**

Protip: Govt agency requirements are split into **critical & non-critical**



## Best Practices For Submitting An RFQ Bid

### Address all criteria in great detail

Ensure a line by line handling of all criteria that the requestors have, and use

### Handle potential issues upfront

Think of potential objections and risks the buyers might face engaging you, and do a point by point analysis on how to mitigate

### Clarify vague points

Proactively ask questions and clarify areas which are unclear. Not addressing vague points means you will lose out to others who do.

### Provide extra detail for critical criteria points

Elaborate more on critical criteria points which the buyers have requested, providing up to 1-2 pages of details that explain how you plan to meet the requirements





## Best Practices For Submitting An RFQ Bid

### Show your competitive advantage

Emphasise where you can exceed their requirements through your unique advantages & experience

### Awards, Accreditations & Qualifications

Showcase awards, apply for required accreditations that buyers request, or general qualifications for your industry

### Follow the T&Cs or base offer

If buyers set the T&Cs, do not vary them or risk being disqualified. If there is a need to vary them, do a 'base offer' following the T&Cs, and an 'alternative offer' with proposed changes to the T&Cs

### Form consortiums to bid for large high-capacity projects

For projects too large for your capacity, seek approval from the buyer agency for permission to sub-contract or you may bid together with a consortium of other freelancers/vendors



## Best Practices For Submitting An RFQ Bid

### Watch out for unlimited changes

Some buyers request an onerous amount of leeway for scope changes, which will cost you extra

### Double check your prices

Pricing errors can make your proposal uncompetitive, or look unprofessional, costing you the deal

### Read LD clauses carefully

Liquidated Damages are damages you will be liable for in case you are unable to meet the performance requirements. Read these carefully and ensure they are within your risk tolerance.

### Offer modular pricing, contract options for award in parts

Extensions of contract durations, additional services, emergency orders, expanded further phases, additional features can be modularised for ease of partial award by buyers



# Invitation To Tender (ITT)

## INVITATION TO TENDER

[Insert Name of Company]

[Insert address of tenderer]

Dear \_\_\_\_\_

INVITATION TO TENDER (ITT) for .....[insert a general description of the tender]

- 1 Your organisation along with others is invited to offer a tender for provision of the above, to the specification outlined in the attached documents. Enclosed are:  
Document 1 Instructions and information on the tendering procedures.  
Document 2 Specification of the Requirement.  
Document 3 List of attachments.  
Document 4 Declaration and information to be provided by tenderer.
- 2 Please read the instructions on the tendering procedures carefully. Failure to comply with them may invalidate your tender which must be returned by the date and time given below.
- 3 [Insert number of tender copies you want] copies of your tender must be received by [insert name and address of the person to whom the tender should be sent] no later than [insert time and date]. Late tenders will not be considered.
- 4 If having read the enclosed specification you decide not to submit a tender, I would be grateful if could send your reasons (though you are under no obligation to do so) to [insert contact name], at the above address marked 'No Tender'.
- 5 Please contact me if you have any questions about the tendering procedure. The enclosed Document 1 also contains details for providing you with further information or clarification of the School's requirement.

I look forward to your response

Yours sincerely

- 1. A formal and structured invitation to suppliers to submit competitive bids to supply raw materials, products, or services
- 2. Used when an organisation wants to purchase goods on a large scale, hire services or acquire/construct something but they are not able to deliver it on their own.

# Why Bid For Tenders?

## INVITATION TO TENDER

[Insert Name of Company]

[Insert address of tenderer]

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- \$\$\$\$ : The largest projects are there (>\$70,000)
- Learn how you stand against your competition
- Understand what alternatives and options are available
- Fairer & formal process
- Keep yourself competitive with clear feedback & evaluations

# When should I not bid for a tender?

1. A monopoly market
2. Market has a history of collusive behaviour
3. Value of the procurement is low
4. Solutions to the need are not directly comparable
5. Market standards are varied and tendering is not likely to allow a direct comparison
6. No capacity to deliver
7. Urgent requirements and inadequate timescales
8. Choosing to source from a single supplier for altruistic reasons
9. Scope has been mostly shaped by an incumbent supplier

The background features a dark blue globe with a network of glowing blue lines and dots overlaid on it, suggesting a global network or data flow.

05

# Common Mistakes & Pitfalls

# Common Bidding Mistakes



1. Last minute quotation/tender submissions
2. Not attending tender briefings or site visits
3. Neglecting to apply for required accreditations & qualifications
4. No ROI analysis or proving Value For Money
5. Taking on projects which you do not have capacity for and attempting to sub-contract
6. Not writing in clear SLAs (Service Level Agreements)
7. Not setting clear boundaries for change requests
8. Not showcasing previous case studies with similar clients with clear quantified ROI / results



# Important: Debarment Grounds (GeBIZ & Other Platforms)



1. Abandonment/ termination of contract
2. Withdrawal of tenders before award
3. Withdrawal of tender after award
4. Use of sub-standard materials and short supply/ cheating/ attempted cheating
5. Giving false information
6. Corruption
7. Poor performance reports
8. Unauthorised sub-contracting
9. Novation of contract
10. Defaulting repeatedly
11. Violation of safety regulations/MOM safety rules
12. Compromise of national security or public interest
13. Bid-rigging

A close-up photograph of a person's hands holding two smartphones. The person is wearing a dark blue button-down shirt with small white polka dots. The left hand holds a blue smartphone, and the right hand holds a black smartphone. The background is a bright, out-of-focus indoor setting. The text "That's all folks!" is overlaid in white, sans-serif font across the center of the image.

That's all folks!



Q&A



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