

■ HELPING YOU BID LIKE YOU MEAN IT

Your clients deserve great bids that reflect your brand

The challenge is knowing what great looks like and achieving it for yourselves each and every time.



The problem we solve

When your organisation's growth depends on winning strategic public sector deals, going through the motions and hoping for the best isn't an option.

- » Do you have a compelling deal strategy?
- » Do you know why you might lose a must-win deal?
- » Do you know what your bid will score before your client scores it?
- » Do your teams have the skills and know-how to create high quality bids?
- » Do you know how your bidding maturity compares to industry standards?
- » Are you up to date and familiar with public sector procurement?

Do any of these things sound familiar? Failing to consider these questions risks losing winnable deals and revenue to your competitors. It's our job to prevent that happening to you.

Who we solve it for

We specialise in helping companies bidding to secure large complex public sector and defence deals, including frameworks and call-offs.

Most of our clients operate in strategy and consulting, technology, digital, IT services, aerospace and defence, healthcare and life science markets.

Whoever they are, they all have something in common – they know how important winning these deals is, but don't always have the right capability or capacity. And they hate losing.

Head to our website to learn more about who we help:

[BIDCRAFT WEBSITE](#)

How we help

As your critical friend we guide you to shape winning deals, submit high-scoring bids, and develop processes and capabilities that are right for you.



BidEdge

Strategic deal support

Guiding you to win large complex deals with expert advice and hands on support, helping you bid like you mean it.



BidCode®

Benchmarking and business change programmes

Discovering and delivering opportunities to transform your bidding maturity, helping you become the next version of you.



BidSkills

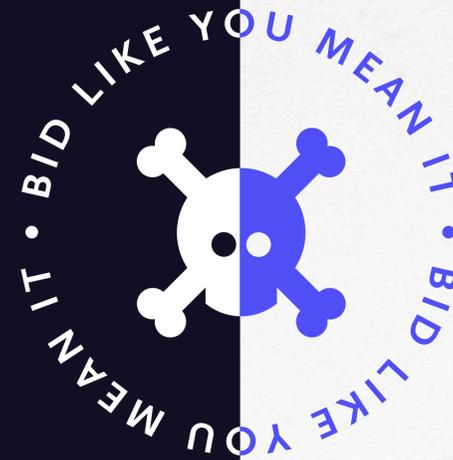
Bid training courses and playbooks

Giving you the skills and know-how to confidently improve bidding performance, helping you to help yourselves.

Our adaptable core services are delivered directly by the BidCraft crew: what you see is what you get with no drop-off across the team. We are an accredited training organisation for the Association of Proposal Management Professionals (APMP) and a Make UK Defence 'Fit for Defence' partner. We can also call upon a network of trusted partners who are experts in ESG, social value, bid writing, and graphic design.

Head to our website to learn more about how our services can help transform your bidding results:

[BIDCRAFT WEBSITE](#) 



How we make change

Based in the **UK and Australia**, we are a team of consultants with expertise in large public sector and defence deals, and building and leading deal functions.

In 2023, we saw a gap in the industry and acted on it by instigating and authoring the BSI PAS 360:2023, the international code of practice for bid and proposal management. We also launched an annual International Day for Bids and Proposals to recognise the contribution made to economic growth through the profession's commitment and expertise. And in 2020 we received APMP UK's Industry Innovation award for introducing pre-mortems as a new concept to bidding.

We believe in making a difference and supporting the profession that supports us. We have voluntarily served the Association of Proposal Management Professionals where we hold leadership positions on the UK board, helping shape the bid and proposal profession for everyone.

[Head to our website to learn more about what makes us different.](#) 

[BIDCRAFT WEBSITE](#) 



How and when to engage us

Engaging BidCraft couldn't be simpler.

Step 1

We discuss your requirements and **propose a solution** crafted to you

Step 2

We jointly confirm the **scope of work**, the plan and the price

Step 3

You send us a **purchase order**

Step 4

We **deliver** the agreed services, dovetail with your team, and report progress

Step 5

We conduct a managed exit, feedback observations for **continuous improvement**, and initiate ongoing relationship management.

We're a small team so most clients engage us early to lock-in our availability and benefit from our expertise sooner.

Schedule an appointment to start a conversation:

[CLICK TO BOOK](#)

The 'Craft Promise'

Many of our clients return for more support because, as well as being easy to work with, we are:

1



Responsive,
not complacent

2



Empathetic,
not lecturing

3



Pragmatic,
not overwhelming

4



Coaches,
not mercenaries

5



Hands-on,
not hands
in pockets

6



Leaders,
not rigid followers
of old practices

7



Legacy builders,
not one hit
wonders

THE CREW





TESTIMONIAL

We invited BidCraft to support us with a major Higher Education bid in early 2024, the first time we have used them. Since then, they have gone on to provide extensive training to the team and carried out a business wide assessment against the new BSI bid code of practice PAS 360. This left us with a clear plan which has formed the basis of major investment in our people and processes. Their work has been instrumental in helping us develop a blueprint for future development that is opening up new growth prospects particularly amongst Public Sector customers. What started off as a request for help has resulted in the beginnings of a major transformation for our business that has enhanced skills amongst our colleagues who now approach new bids with a renewed sense of confidence and optimism. Thank you BidCraft.

Andrew Foster, Managing Director - Public Services | NORTH

Find out more



Schedule an appointment here and let's talk about how we can work together.

CONTACT DETAILS ↘

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SCHEDULE AN APPOINTMENT ↘

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