



## Free advice for Age readers

Readers can now obtain weekly tips and free advice through The Saturday Age's tender pages — courtesy of TenderSearch, a leading company providing a range of services on tenders to Australia's top businesses.

TenderSearch will provide weekly "tender tips" on this page, as well as highlight interesting current call for tenders.

Readers can ask for free advice or information from the experts by emailing: [theage@tendersearch.com.au](mailto:theage@tendersearch.com.au) — or by calling TenderSearch's freecall Bid Help Line on 1800 836 337.

## Tender tip of the week:

### Responding to Tenders!

When putting a document together, regardless of whether it's a tender or proposal, there is a list of do's and don'ts that should be taken into consideration. By applying some basic rules through out the tendering process, you will prepare a response that addresses the buyer's requirements and positions your business ahead of the competition.

#### Do's

Always address the question asked.

#### Don'ts

Never leave an answer as: "Noted and agreed", "Read and understood" or "Acknowledged".

You must address every question or statement with an answer that is to the point, and which demonstrates your organisations understanding of what the question is about.

## How experts help to win in the tender jungle

Applying for tenders — as well as calling for them — can produce a jungle of confusing questions, forms and calculations that can take days or weeks of expensive work hours to resolve.

It's therefore worth considering the range of services that can be provided by an expert in the field. As well as proving to be less expensive in the long run, it's very likely that your chances of success will be increased if you are in expert hands.

TenderSearch, for instance, has been delivering notification and business support services for thousands of organisations since 1984, putting them in touch with the upcoming opportunities in their industry and helping them to successfully grow their business through the tendering market.

"Opportunities abound in the marketplace for organisations who can demonstrate their professional nature, capability and innovation to prospective buyers," says TenderSearch national operations manager, Fabian Kempter.

"Whether an organisation is seeking local work, grants for funding, Australia wide projects or even expansion internationally, TenderSearch is

able to assist. The tendering process is often misunderstood and shrouded in mystery.

"While any organisation will admit that responding to tenders has amazing potential to develop business and provide growth, many are perplexed at complex requirements and protocols that exist when responding to tenders.

"TenderSearch goes beyond simply informing our clients that tenders exist, we strive to develop our clients abilities to prepare bid responses that increase their potential to win."

Mr Kempter says TenderSearch's notification service delivers tender opportunities that exist within Australia and South East Asia within hours of release.

"Every tender is assessed and matched to the most appropriate industries; daily notification bulletins are then delivered to customers by fax or email detailing the opportunity that exists," he says.

"This saves clients time and money searching for tenders that suit their business, and they have the peace of mind of knowing they are not going to miss a valuable opportunity.

Mr Kempter says that to be successful with tenders, you need to understand the



processes and protocols of tendering, as well as have defined strategies and approaches in place to prepare a winning response.

TenderSearch has an in-house response team that provides numerous services to assist clients improve the quality of their proposals.

Its advanced notification service also uses the wealth of data stored in its systems on previous tender released to compile a list of tenders that are expected to be released for renewal in the near future, and gather intelligence on the history of that tender —

including who the previous tenderers were, the winning bid and the value of the contract.

The company also offers workshops on various aspects of tendering, and was the first organisation to offer training courses in this area.

"There is little information available on how to respond to tenders and there are great number of myths and misconceptions that abound in the market," Mr Kempter says.

"Our workshops provide participants with confidence to respond to a tender and structure their proposal in a way that will appeal to the buyer."