



# Win Themes Development

In a fiercely competitive market, bid teams are under continual pressure to find smarter ways to operate and increase their chances of winning. When looking to improve your bid scores and win more bids, Win Themes should be an integral part of your strategic approach. For Win Themes to make a difference to your score, you need to focus on the key areas of value to your customer and stop seeing them as a tick box exercise. We too often see Win Themes falling short, yet when conducted correctly, they can help you craft a stand-out identity for your bid and give you that all-important competitive edge.

## Common Win Theme mistakes:

- Failing to pay attention to the areas which really matter to the procuring Authority
- Focusing on generic 'strengths' that other bidders can also cite as benefits they offer, for example 'Capacity' or 'Experience'
- Making them poorly defined and offering no real point of difference

These mistakes leave you at risk of developing a strategy with very little chance of winning.

## Developing a successful strategy to win your next bid

Win Themes should be an integral part of any bid strategy and are a great opportunity to differentiate your bid. They can ensure you stand out from the competition, helping you to:

- **Establish goals** and inform your entire process
- **Define key areas of differentiation** to get the best quality responses
- **Reduce delays** caused by multiple rewrites and additional review stages
- **Ensure your strategy is aligned** with stakeholders and evaluators.

## Using Win Themes to create a winning strategy

To help you develop bids that are truly 'winning', we've developed a **Win Theme Development process**, based upon our Structured Criteria Development (SCD) methodology, used by many procuring Authorities to define their criteria.

This approach helps bid teams to focus on the customer's needs and goals first, ensuring that your Win Themes are truly aligned to what the Authority is looking for.

## Why use the Win Themes methodology?

- ✓ Ensure your bid focuses on the **customer's needs**
- ✓ Keep your authors and stakeholders aligned, for a **cohesive and robust bid**
- ✓ Gain an independent, expert view of your bid to identify weaknesses and recommendations to **enhance your potential score**
- ✓ With strong 'Win Themes', you can build the evaluator's confidence in your bid, and **optimise your chances of a higher score**

## How does the Win Themes Development process work?

Our development process ensures that Win Themes are part of the answer plan and woven into question responses in the early stages of the bid preparation. This encourages the involvement, and therefore buy-in, of the Bid Authors.

Our structured approach to planning each of the separate responses ('Maximising Marks') is supported by an expert independent review that identifies any weaknesses in your bid, along with recommendations to address these.

Together, this ensures your Win Themes will not only be more 'winning' but will also flow through your bid response as a whole. This will build the evaluator's confidence and give your bid a better chance of being awarded a higher score.



The Commerce Decisions Win Theme Development process mirrors the approach your customers use to generate their criteria, incorporating the Discover, Analyse and Design phases.

### Our Win Themes Methodology:

- Provides a consultancy-led best practice approach to **create a clearly defined strategy**
- Gives bid teams the support and insight to put forward a bid with a **higher chance of success**
- Is based on our extensive experience of supporting bidders to **increase scores by up to 7%.**

### Find out more

For more information on how our Win Themes methodology can help you win your next bid, please get in touch:

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## Why Commerce Decisions?

For the past 20 years, we've been helping to shape procurement best practice for public sector projects, including the UK MOD. This unrivalled insight and knowledge makes us uniquely placed to provide advice and guidance to the bidding community. Our expert team have been supporting and enhancing bids for over 10 years.