

ROADMARKERS ASSOCIATION AUGUST CONFERENCE 2015

How to achieve the result you want.



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KEY POINTS

- Communication is key.
- Planning is essential.
- Know what you want to say. Be concise.
- Be prepared.
- Do not assume.
- Documentation and Presentation information is the same. Do not change.
- Responding – provide relevant information, answer **all** questions and provide information on both technical and commercial information.

Communication – Key Messages

- Do you know what your key messages are?
- Can you outline those key messages?
- Do not assume – outline especially in relation to proposal responses.
- A useful key message – we can add value by ... Our point of difference is ...

- Note: Concentrate on your business. Do not take the opportunity to be negative about your competitors.

Documentation and Presentation

- Be concise. Provide **all** relevant information.
- Ensure that what you have stated in your documentation does not change within your presentation. You should focus on information other than price.
- Note: Buyers like to see consistency and preferably no change.

Consider ...

- Your emphasis should be on working with the Principal Contractor to work with the Buyer.
- Being a sub contractor it is important to have important relationships. This is key - a lot can be achieved by having positive relationships.
- You should be focusing on more than price – you should be focusing on your other key messages and other key attributes that makes you different from your competition.

Actions to take if unsuccessful

- It is a good idea to learn from lack of success. Do not write it off to 'others'.
- Actions:
 - - debrief
 - - look at yourself
 - - don't blame others

Debrief

- It is useful to ask for a debrief so you can improve for next time.
- How to ask for debrief: ask!. Ask for an hour of time and indicate that you want to learn for next time.
- Listen. Do not try and argue the decision.
- Keep to time.

Actions – Cont'd

- If unsuccessful, it is useful to look at your actions – do not keep doing what you have already done.
- The same actions can lead to the same result.
- Review what you are doing.
- Obtain an independent opinion and 'fresh eye'.
- Change your way of responding.
- Do not blame others – it is easy to blame 'others' when it could be your actions.

Contract Document

- As a sub contractor you should understand the requirements of each party i.e. buyer, contractor and sub contractor.
- It would be helpful if you had a copy of the agreement between buyer and contractor.
- Ensure that your understanding is clear and the contract between the contractor and yourself is clear and concise.

Contract Variations

- As a sub contractor your contract variations are provided to the contractor.
- If ever you have a contract with the buyer direct then if you have a contract variation you need to prove the reason for the contract variation.
- Clarity is essential

Responding to Tenders

- Be sure to answer **all** questions.
- Present well the proposal response.
- Present well when asked to attend a proposal presentation.
- Technical information – self explanatory.
- Commercial information – make sure that you provide information on your business.
- Do not assume that ‘they’ know you. This is not always the case and there are often multiple evaluators.
- **Note:** you can often miss out on work if you do not manage or connect with your audience at the proposal presentation. You have only 20 minutes to present, the remaining time will be taken up with questions and answers.

Questions to consider.

- Are you providing value to contractors?
- Are you clear as to what is required other than price?
- Are your relationships effective?
- Do you present well?
- Do you have a contract between the contractor and yourself as sub contractor?
- How often do you ask for debriefs?
- How good is your win-lose ratio?