

Professor Helps Companies To Land The Big One : Toolkit Aids Firms Bidding For Major Contracts

Britain's only professor of competitiveness is executive editor of a new **toolkit** designed to help companies win new business contracts. Colin Coulson-Thomas, professor of competitiveness at the University of Luton, has edited The Contract Bid Manager's Toolkit. It comes as a set of 30 loose-leaf worksheets, checklists, charts and other management diagnostics.

Each is designed to help a new business team at each critical stage of bidding for a new contract -from setting the strategy through to debriefing the team after the contract is either won or lost.

The tools help managers position their company for the bid, manage the bid team, communicate with the potential customer and negotiate the deal. Professor Coulson-Thomas says: 'There is so much to remember when you're bidding for a new contract, that it's very easy to overlook small but significant details -just the kind of details that could make all the difference in a close run head-to-head with competitors.'

'The toolkit takes a lot of the worry out of managing that detail because it guides the team in what it has to do at every stage of the bid. That means the team can focus on the really big issues -such as differentiating their bid from competitors -rather than the minutiae of bid management.' Apart from the loose-leaf set, the whole toolkit is on a CD-Rom so that a bid team can print it off and use a new set every time they bid for a new contract.

The **Toolkit** comes as part of a **Winning New Business resource pack**. The pack also includes **Winning New Business: the Critical Success Factors**, a 172-page report that draws on the experience of 304 companies and shows how to develop excellence in pitching for new business and **Bidding for Business: the Skills Agenda**, a 70-page report which shows how to raise performance in the top 20 skills needed when pitching for new business. Both reports, together with animated presentations about winning new business, are also on the **CD-Rom**.

* **Winning New Business resource pack**, is published by Policy Publications price £395 and can be ordered online from The Networking Firm Bookshop:

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