TENDER RESPONSE

Liz Henson PHOTOGRAPHY



CASE STUDY: Photographer scores 100% on tender submission with expert guidance from Tender Response

When talented photographer Liz Hall came across an opportunity to bid for a spot on a local education institution's supplier framework, she turned to Tender Response for support with the complex application process. While Liz is an expert in her field, the submission requirements felt overwhelming and, having attempted bidding herself in the past, Liz knew she'd have more chance of success with expert support.

Read on to learn how we simplified the process and secured Liz a 100% score on stage two of her submission, which lead her to being selected as the principle supplier (number one supplier) on the framework contract.

BREAKING THE PROCESS DOWN INTO MANAGEABLE CHUNKS

Like so many small businesses in the creative sector, Liz had found it difficult to regain pre-pandemic levels of business. Bidding for a spot on a public sector framework agreement can be a great option for small businesses, potentially offering a steady stream of work for several years. Liz recognised this and was keen to maximise her chances of success.

Despite her capabilities behind the camera, however, the language and intricacies of public sector procurement filled Liz with dread. With an extensive two-stage tender process to complete and a wide range of supporting materials to collate, she didn't know where to begin. Having met Tender Response director Vicky Poole at a networking event, Liz got in touch to find out more about our services.

> *"I knew I could deliver the work if I got on the framework, but the tender process was so complicated, I didn't even know where to start. It was completely overwhelming", says Liz. "I contacted three different tender writing companies, but I just got the right feeling from Tender Response instantly. They seemed to believe in the value of my services and my potential to be successful in the bid."*

As always, we took a hands-on and collaborative approach. We began by breaking down and explaining the two-stage tender process, documents and requirements and developing a clear, manageable plan of action.

Tender Response supported the Stage 1 and Stage 2 responses, helping to alleviate pressure from Liz and her team.

AN IN-DEPTH KNOWLEDGE OF PUBLIC SECTOR TENDERING

Public sector tendering can feel like a minefield for sole traders and small businesses, especially when they're expected to meet complex criteria that's often been designed with larger organisations in mind.

Tender Response's expertise in public sector procurement includes a detailed understanding of what evaluators are really looking for. We know how to interpret framework requirements and help small businesses describe their services in a way that ticks all the right boxes in a genuine and authentic way.

> *"There were parts of the tender I didn't even know I needed to think about or how to address, like social value, environmental policies, safeguarding, insurances and risk assessments. The Tender Response team walked me through all of it, explained why it mattered and helped me put things together in a way that felt true to my business," Liz adds.*

The bid writer completed a bid sign on call with Liz, reviewing each question in turn and asking powerful questions to find the crucial unique selling points that need to go into the response, which made Liz stand out from the other responders.



> *"For example, they suggested offering work experience placements to local students, which I thought was a brilliant idea. It fits naturally with my work and helps me give something back. But they also helped me highlight things I was already doing and show how those things added value too."*

THE RESULT

We were thrilled to find out that Liz's bid scored 100% in stage two, placing her top of the framework and giving her the best chance of being selected for future work. Even though Liz's pricing wasn't the lowest, the bid was still awarded full marks for that section. Prices are always set by our clients, but we support them with understanding what should be included in the cost model and how to translate that into pricing.

For Liz, this success could give her the stability that every sole trader craves. It has also given her confidence to pursue larger contracts in the future. With a better understanding of how to navigate the tender process, Liz feels empowered to grow her business.

For us, it was an incredibly rewarding experience and a reminder of why we do what we do – supporting small businesses to access opportunities that might otherwise feel out of reach. By guiding and believing in our clients, we help them win and take another step towards their goals.

> *"From our first conversation, I could see Liz's talent and dedication shining through – it was just the paperwork and process getting in her way", says Tender Response director Vicky Poole. "Our job is to make tendering accessible, especially for brilliant sole traders, like Liz, who are more than capable but just need the right guidance. Helping her through the process and seeing her score 100% was incredibly rewarding. This is exactly the kind of impact we want to make."*

To find out how Tender Response can help you confidently bid for public sector contracts, book a call with one of our team.

or visit www.tenderresponse.co.uk

