

SME Academy Workshops

Winning New Contracts: Proven Tactics That Work

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www.branduin.co.uk

www.fittobid.co.uk

Team Branduin

100s of Success Stories



> 45 Programmes



5

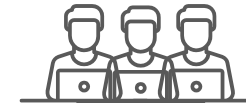
**London & SE to...
Midlands & North**



4

3

> 25,000 SMEs



2

1

Established 2011



Fit To Bid® is an approved supplier on the UK Government website

<https://www.gov.uk/business-finance-support/fit-to-bid>



[Home](#) > [Finance and support for your business](#)

Fit To Bid

Fully-funded workshops and 1:1 advice to help businesses successfully bid for contracts with Tier 1 suppliers.

From: [Department for Business and Trade](#)

Published 25 February 2022

Type of support: [Expertise and advice](#), [Recognition awards](#)

Business stage: [Start-ups \(1-2 years trading\)](#), [Established](#)

Industry: [Agriculture and food](#), [Business and finance](#), [Construction](#), [Education](#), [Hospitality and catering](#), [IT, digital and creative](#), [Manufacturing](#), [Service industries](#), [Transport and distribution](#), [Travel and leisure](#), [Wholesale and retail](#)

Number of employees: [0 to 9 employees](#), [10 to 249 employees](#)

Region: [London](#)

Who it's for

Small to medium-sized businesses who want to bid for contracts with Tier-1 Suppliers.

What you can get

The programme offers a range of support including:

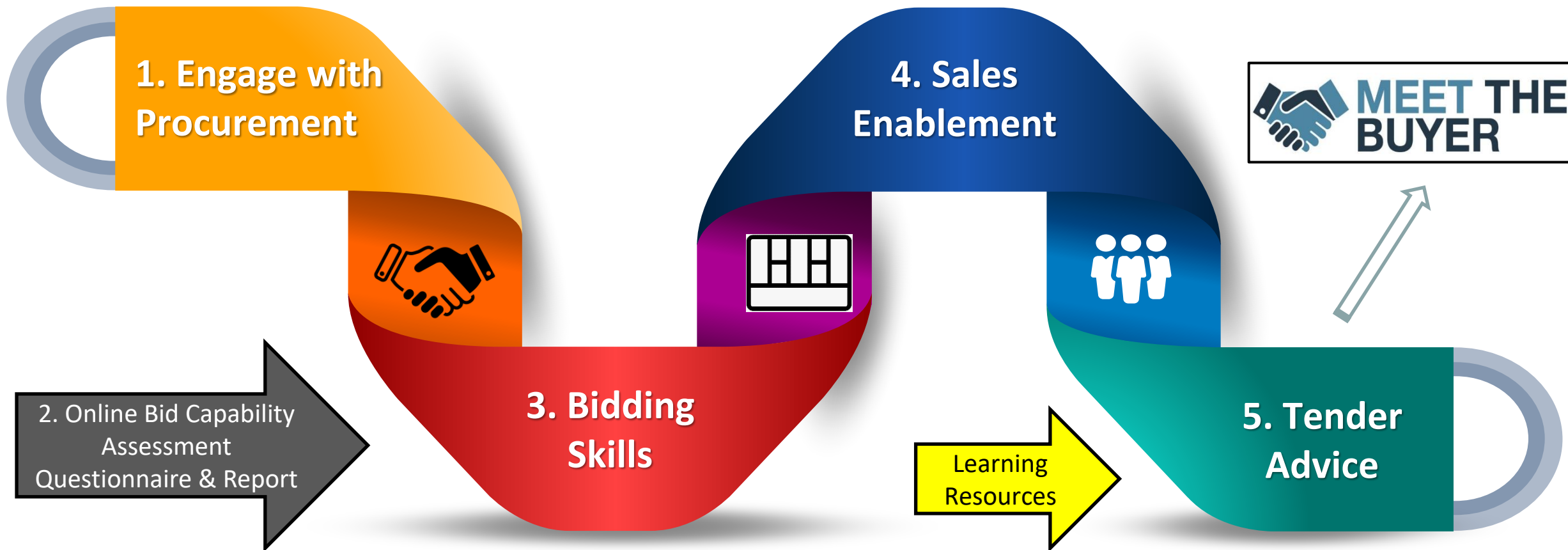
- An initial Bid Capability Assessment of your company, with tailored advice.
- Specialist workshops to enhance your bidding skills and help to win more contracts.
- Guidance on key areas of the tendering process.
- Support on successful project management.
- Marketing to Tier 1 Suppliers.

[Find out more >](#)

on the Brandiun Business
Support Ltd website

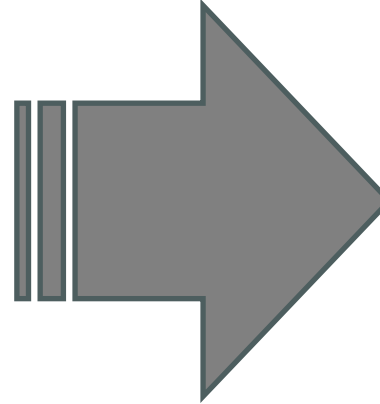
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How to Submit a Winning Bid



Engage With Procurement and Meet The Buyer events

Watford	4
Hillingdon	4
Ealing	2
Hounslow	2
Ham & Fulham	2
Wandsworth	4
Brent	2
Harrow	2
SW Herts	2
Wands & Richmond	2



**Local Authority
Procurement**

**Large Private
Sector Buyers**

**Construction &
Infrastructure**

**Local Anchor
Institutions**

**Heathrow Business Summit
2022, 2023, 2024, 2025 ...**

Heathrow
SME
Academy



Before Bidding

Set Up to Win

During Bidding

Deliver with Impact

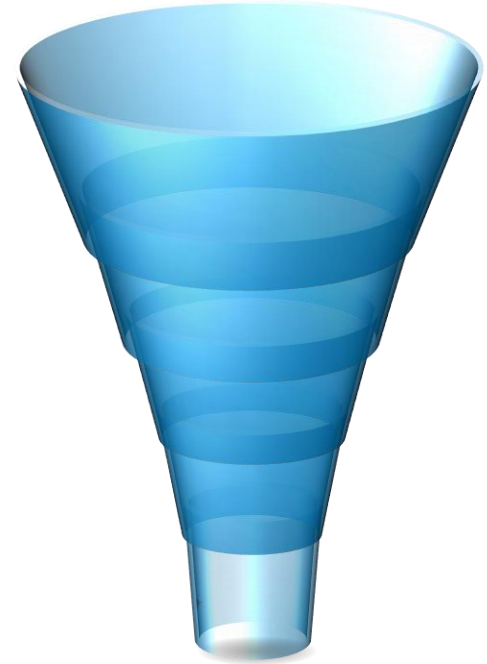
After Bidding

Build for the Future

Before Bidding

Set Up to Win

-  Pre-engagement
-  Think like a buyer
-  Scoring: from MEAT to MAT
-  Strategic storytelling
-  Tactical differentiation



During Bidding

Deliver with Impact

-  Evidence-led responses
-  De-risking your offer
-  Bid management discipline
-  Tactical partnerships



Imagine...

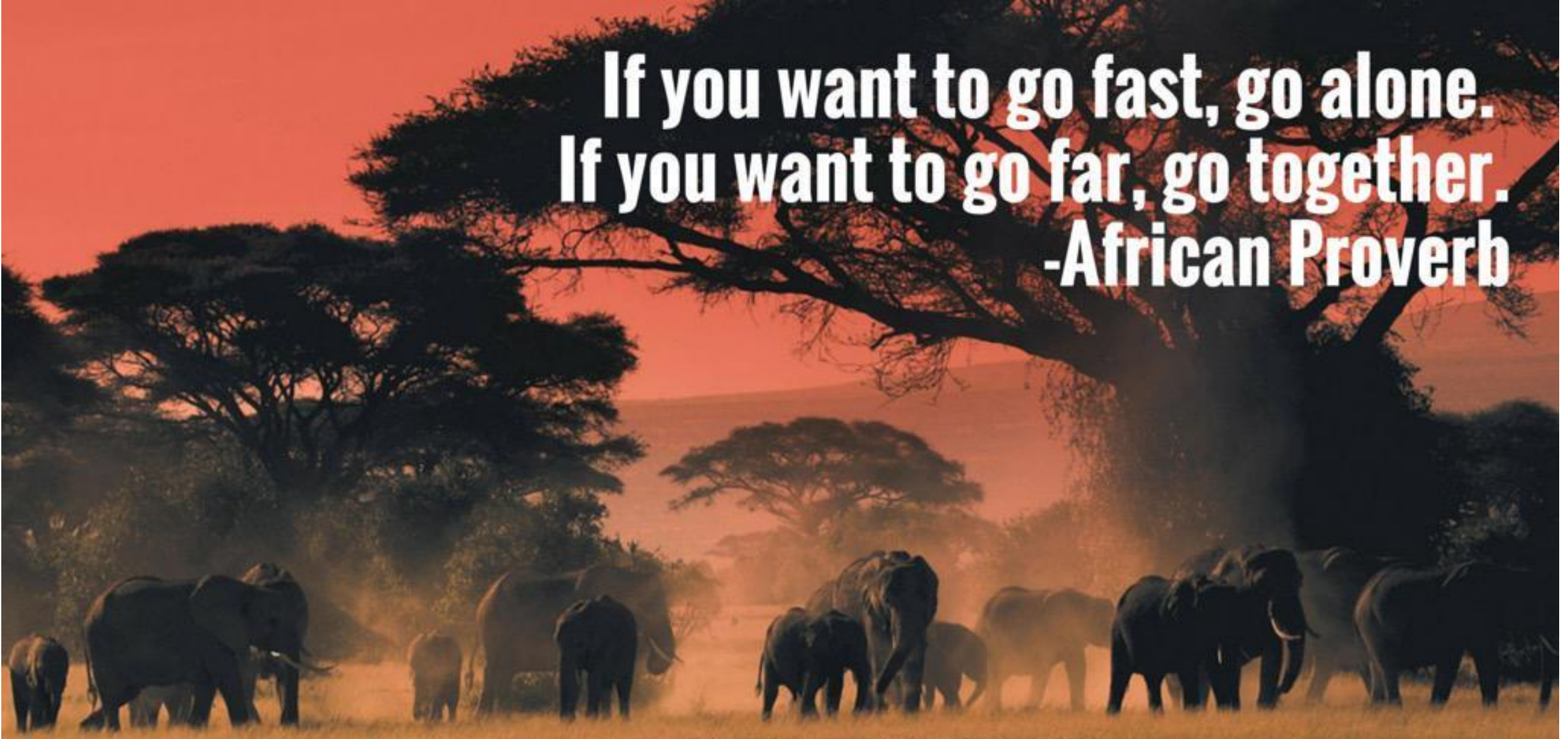
The fastest land animal in the world



But...

- Hunts alone
- Chase usually limited to 200m-300m
- Chase lasts less than a minute
- Gets tired very easily
- Can't climb trees
- Runs away from bigger cats
- 50% success rate
- 10% cubs survive (2 in entire lifespan)

Develop Sustainable Partnerships



**If you want to go fast, go alone.
If you want to go far, go together.
-African Proverb**



Partnerships & Collaborations



After Bidding

Build for the Future

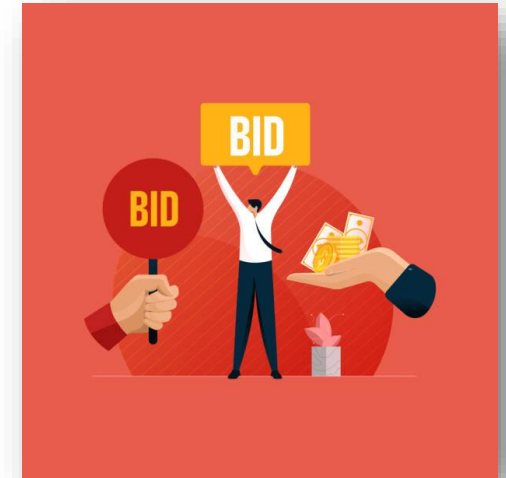
-  Nurture buyer relationships
-  Share wins and impact
-  Track patterns and learn
-  Regular & timely reporting
-  Invest in bid capability



Bidding Tactics – Summary

What Smart Bidders Do

-  Understand the buyer
-  Strategise (think!) before you write
-  Bid with evidence and impact
-  Build relationships beyond the bid
-  Learn, iterate, improve



Heathrow SME Academy

Skills Workshops

Bid Skills & Sales Enablement Workshops	Date	Month	Year
Evaluate Your Tender Business Model	20	Nov	2025
Design/Develop Products & Services for Procurement	27	Nov	2025
Develop Key Partnerships to Win New Contracts	04	Nov	2025
Introduction To Bid Writing - Foundation	TBC	Jan	2026
Improve Your Bid Response - Advanced	TBC	Jan	2026
Writing Public Sector Bids & Tenders	TBC	Feb	2026

Interactive workshops, 10am – 11am on Zoom, delivered by an experienced advisor

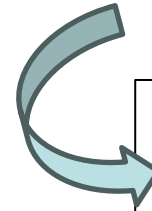
Register for Heathrow SME Academy Bid Skills Workshops

Sign-up and access Zoom links

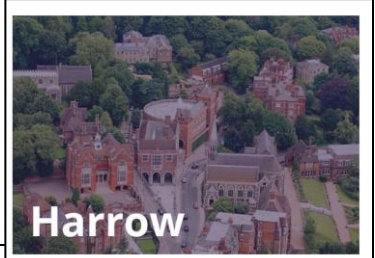
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SME Academy



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