



Are you ready to bid like you mean it?

Avoid losing must-win deals by
consistently crafting compelling
bids your clients deserve

November 2025 • Version 04



The problems we solve

When your business growth depends on winning competitive tenders, going through the motions and hoping for the best isn't an option.

- » Do you have a compelling deal strategy?
- » Do you know why you might lose?
- » Do you know what your bid might score?
- » Do you know how your bidding maturity compares to the industry standard?
- » Do your teams have the skills and confidence to create high quality bids?

Failing to address these questions risks losing winnable deals to your competitors.

It's our job to prevent that happening.

Who we solve them for

We specialise in helping companies bidding to secure large complex public sector and defence deals, including frameworks and call-offs.

Most of our clients operate in strategy and consulting, technology, digital, IT services, aerospace and defence, healthcare, life science, and facilities management markets.

Whoever they are, they all have something in common – they know why it's important to win these deals, but don't always have the right capability or capacity. And they also hate losing.



How we solve them

As your independent critical friend, we guide you to craft winning deals and develop processes and capabilities that are right for you.



BidEdge

Deal support

Guiding you to win large complex deals with expert advice and hands on support, helping you bid like you mean it.

BidSkills

Training & Certification

Giving you the skills and know-how to confidently improve bidding performance, helping you to help yourselves.

BidCode®

Bid Function Development

Discovering and delivering opportunities to transform your bidding maturity, shaping the next version of you.

The Crew

Our core services are delivered directly by craftpeople – what you see is what you get with no drop-off from sales to delivery. We can also call upon a network of trusted partners who are experts in ESG and social value.

Head to our website to learn more about how our services can help transform your bidding results.

 bidcraft.com



Change makers

Based in the UK and Australia, we're a team with expertise in every aspect of bidding.

Setting the standards

In 2023 we saw a gap in the bidding industry and acted on it by instigating and authoring BSI PAS 360:2023, the international code of best practice for bid and proposal management.

We also launched an annual International Day for Bids and Proposals to recognise the contribution bid and proposal professionals make to economic growth through their commitment and expertise.

And in 2020 we received the Association of Proposal Management Professionals (APMP) Industry Innovation award for introducing pre-mortems as a new bidding technique.

Leading the profession

We believe in making a difference and supporting the profession that supports us. We voluntarily serve APMP, where we hold leadership positions on the UK board; helping shape the bid and proposal profession for everyone. We're also accredited to deliver certification training on APMP's behalf.

Head to our website to learn more about what makes us different.

🌐 bidcraft.com



How and when to engage us

Engaging BidCraft couldn't be simpler:

- » **Step 1:** We discuss your requirements and propose a solution crafted to you
- » **Step 2:** We agree the scope of work, the plan, and ways of working
- » **Step 3:** We deliver the agreed services and report progress
- » **Step 4:** We conduct a managed exit, feedback observations for continuous improvement, and initiate ongoing relationship management.

While it's never too late, most clients engage us early to secure our availability and benefit from our expertise sooner.

Schedule an appointment to start a conversation.

B

 Click to book

The Craft Promise

Many of our clients return for more support because, as well as being easy to work with, we are:

1



Responsive,
not complacent

2



Empathetic,
not lecturing

3



Pragmatic,
not overwhelming

4



Coaches,
not mercenaries

5



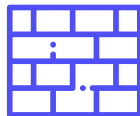
Hands-on,
not hands
in pockets

6



Innovators,
not rigid followers
of old practices

7

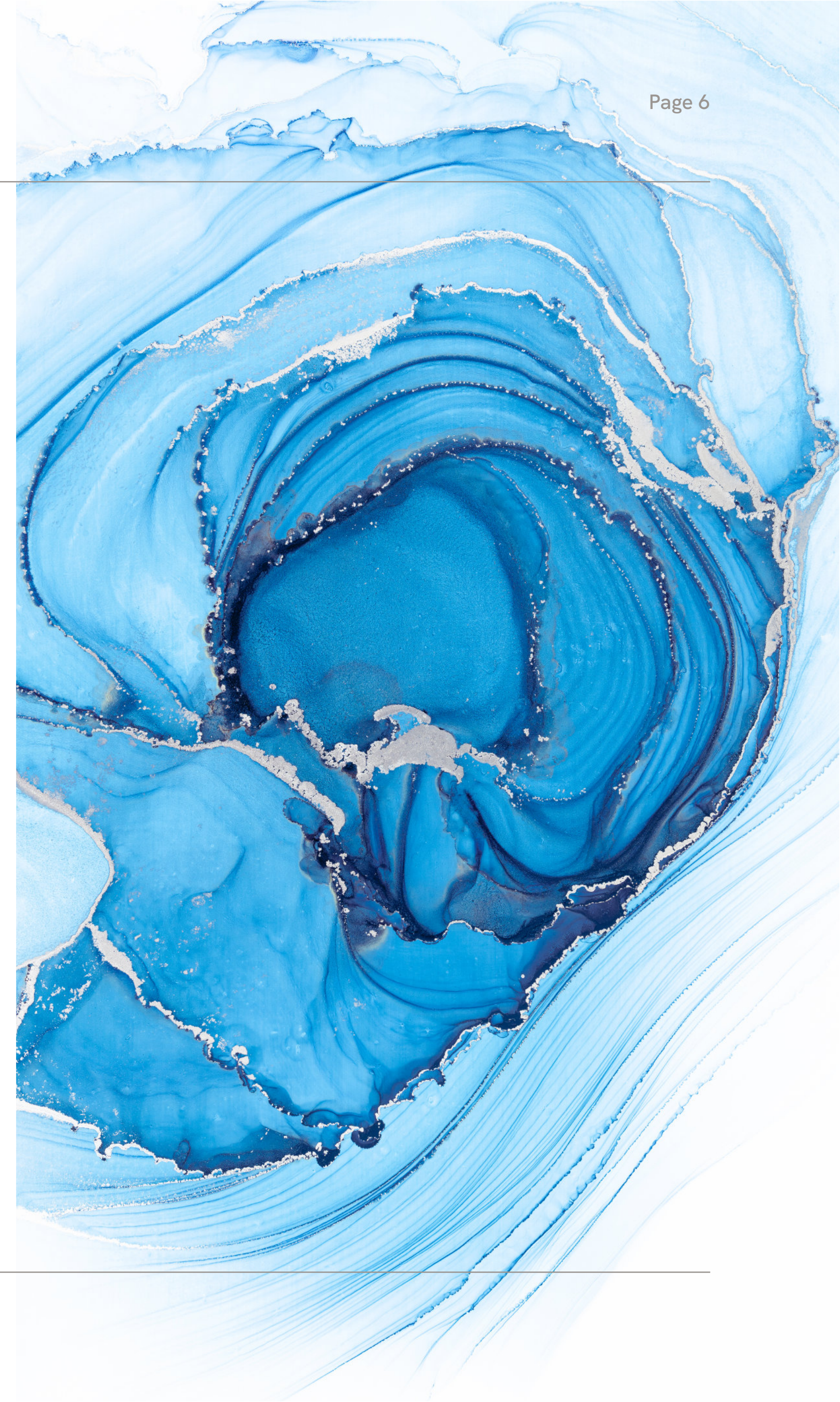


Legacy builders,
not one hit
wonders



We invited BidCraft to support us with a major Higher Education bid in early 2024, the first time we have used them. Since then, they have gone on to provide extensive training to the team and carried out a business wide assessment against the new BSI bid code of practice PAS 360. This left us with a clear plan which has formed the basis of major investment in our people and processes. Their work has been instrumental in helping us develop a blueprint for future development that is opening up new growth prospects particularly amongst Public Sector customers. What started off as a request for help has resulted in the beginnings of a major transformation for our business that has enhanced skills amongst our colleagues who now approach new bids with a renewed sense of confidence and optimism. Thank you BidCraft."

Andrew Foster, Managing Director - Public Services, North



Find out more

Schedule an appointment here and let's talk about how we can work together.

curious@bidcraft.co.uk

+44(0)7780 460 001

Click to book 

 bidcraft.com  @BidCraft

