



Bids and Tenders Support

Fit-to-Bid

a Sales Perfect® programme

Fit-to-Bid - Successful bidding for public sector contracts, funding and investment

There has never been a better time than now to pitch for Public Sector contracts, funding or investment and it is not just the preserve of large Corporates either.

In 2024, around 20% of public sector procurement was spent via SME's, amounting to £40 billion and new Procurement Act rules have been introduced to increase this further.

The Fit-to-Bid programme has been designed to help you/your organisation; capitalise on the new approach to Government Procurement and secure more contract wins, more often into the future.

What will Fit to Bid deliver?

- A clear and focused public sector strategy aligned to your strengths
- Improved readiness and confidence when approaching public sector opportunities
- Stronger positioning, messaging and differentiation
- Better use of early engagement and pre-tender activity
- More effective bids, pitches and framework applications
- Increased win rates through a disciplined, repeatable approach

Who the Fit to Bid programme is for

Designed for organisations seeking to win public sector business, funding or investment and looking to take a more structured, confident and effective approach.

Fit to Bid is particularly valuable for organisations that want to focus their efforts on the right opportunities, build credibility with buyers and improve their success rate over time.

How the Fit to Bid programme works

Fit to Bid can be delivered through one or more elements, allowing organisations to engage at the level that best suits their experience, ambition and current capability.

You can combine strategic consultancy, interactive training workshops and ongoing coaching and mentoring into a tailored programme that supports both immediate opportunities and longer-term growth.

- **Training Workshops**

Build practical understanding of the public sector landscape, procurement process and best-practice bidding approaches. Sessions are interactive, outcome-focused and designed to translate knowledge into immediate action.

- **Consultancy & Advice**

Provides clarity on where to focus and why, helping organisations define their public sector sweet spot, messaging and priorities. This ensures time, effort and resource are directed towards the opportunities most likely to deliver results.

- **Coaching & Mentoring**

Offers ongoing challenge, guidance and independent perspective to improve bid quality and decision-making. Support can be accessed on an ad-hoc or retained basis to strengthen performance, readiness and win rates over time.

You choose the level of engagement.

Engagement levels are flexible, allowing organisations to access support when and where it adds most value.

Benefits of the Fit to Bid Programme

- Capitalise on extensive Private Sector experience quickly and effectively,
- Identify solutions that are easy to understand and adopt,
- Focus efforts, time and resource for maximum return on investment (ROI),
- Capitalise on a profitable sector, forecast, grow and invest for the future,
- Upskill your resource, team/s to deliver the full benefits in-house.

Programme Leadership

Karl Wellstead – Group Perfect® Associate Director

Karl is an experienced senior sales professional with over 30 years' experience delivering complex, high-value opportunities across both public and private sectors.

He has led and managed a wide range of national and international bids from capture through to award, onboarding, growth and retention. His approach combines commercial rigour with practical guidance, helping organisations articulate their value, differentiate effectively and communicate with impact.

Karl brings deep expertise across business winning, bid management, negotiation and programme delivery, supported by strong written, verbal and presentation skills.

Best practice public sector programme specialisms

Karl has extensive experience across the full spectrum of public sector business-winning activities.

- Sales enablement
- Pre-sales campaigning
- Value proposition development
- Business development, capture and business winning
- Customer growth and retention strategies
- Bid and programme management
- Peer reviews (independent document quality assessment)
- Pitch deck production and presentation training
- Bid marketing, visual communication and creative support

Feedback

"I just wanted to reach out personally and say a huge thank you for the incredible energy and expertise you have brought to our bids at SPS. The dedication and support you have shown over the past few months have been truly amazing and has not gone unnoticed"

Shaheen Pathan – Head of Bid Management, Swiss Post Solutions - SPS

"Karl has been a huge support to me and our charity, leading on a funding strategy workshop to help us consider, navigate and diversify income streams. More to come from this I know"

Samantha Mabbott, CEO, Citizens Advice Hart Region

"Karl's workshops have empowered organisations to craft compelling proposals, unlocking doors to new opportunities and fostering success. His guidance and expertise has been invaluable in navigating the competitive landscape of tendering, ensuring clients are equipped with the tools to secure victories and drive growth."

Nicky Smith, Senior Enterprise and Skills Executive, Solent Partners

"We wondered why even if our bids were scoring well, we were not always winning. We learnt from Karl that building relationships was key. You have to be proactive to win."

Mandy Lloyd, Head of Partnerships and Income, Migrant Help

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Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: enquiries@salesperfect.co.uk

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **Fit-to-Bid** or another relevant Sales Perfect® programme.