



Customer Story

SHERRARDS LAW

BiD Masters guidance helps Sherrards Law win more bids

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Harry Sherrard founded his niche law firm 25 years ago. Today it specialises in employment law, HR consulting, and occupational health.

Punching above its weight, the firm advises many international clients on UK employment law. These include two of the largest airlines in the world: Emirates and Lufthansa.

While a smaller company, Sherrards Law has found huge value from BiD Masters guiding them on the larger, formal bids they complete.

NOT ANSWERING THE QUESTIONS

The firm wins 95% of its work via informal proposals, while 5% requires a formal bid to the procurement manager. And this was where Harry and his team faced challenges.

“When we started responding to these bids, we thought we had sufficient expertise to create a decent bid. But these procurement exercises are complex, and there’s a specialist way to respond to each question,” said Harry.

It was when the firm failed on a simple question, Harry realised they needed specialist support to complete larger bids.

“The question was: what is your preferred method of communication? We answered that we were flexible and could converse by phone, email, or face-to-face. But we got zero points for this answer because it didn’t state our single preferred method. We’d given too much information because we thought that was better.

It hit home to us that we didn’t know what we were doing and needed specialist expertise. Because Peter was a friend, having a conversation with BiD Masters became the obvious choice,” said Harry.

BID GUIDANCE AND SUPPORT

Nowadays, when Sherrards Law faces a formal bid, it turns to BiD Masters for guidance. To make financial sense given the bid size, Harry’s team first drafts the proposal before seeking feedback from BiD Masters.

“We recently proposed for a £10,000 contract. My team wrote the draft proposal before sending it to BiD Masters for advice on how to improve it. This is a different style of engagement to larger operators who ask BiD Masters to create the proposal from scratch. On this occasion, our final proposal resulted in an invitation to present. So, we then asked BiD Masters for advice on developing our presentation,” explained Harry.

Harry and his team can access BiD Masters’ specialist knowledge and expertise in a way that suits smaller businesses. The support is on demand and when it matters to them.

DELIVERING VALUE AT ALL LEVELS

Harry is clear on the value Sherrards Law gets from engaging BiD Masters. And, as he explains, that value shows at two levels.

“If you spend a couple of hours writing a proposal in response to a formal procurement bid, you’re probably wasting your time. But by bringing in a bit of external support to improve your bid and deliver something viable, you’re making a justifiable difference. And you feel more confident. You know you’ve approached the proposal professionally and thoroughly – you’ve provided what they’re looking for. With any luck, that confidence comes across in your presentation too,” he said.

Beyond this obvious value, Harry says their experience with BiD Masters rubs off on the informal proposals they submit.

“I use some of the things I’ve learnt from BiD Masters in the informal proposals we create. And if an organisation says “come and tell us what you can do” I’ll approach it more like a formal bid in terms of how I present and the information I provide. It’s another level of value from our BiD Masters relationship that I hadn’t anticipated,” Harry said.

“YOU DON’T KNOW WHAT YOU DON’T KNOW”

Following his experience with BiD Masters, Harry urges any small business to consider specialist support when responding to formal bids.

“You think you can write in reasonably good English and create a proposal without training. But it’s actually a specialist area that requires expert advice. And you don’t know what you don’t know.

If you want to win, there’s a technical way to answer the procurement manager’s questions. You can’t just rely on common sense. When we have formal bids to complete, we’ll continue to engage BiD Masters, because what we’ve experienced so far has been incredibly positive. We’re far more likely to win with BiD Masters on the team,” concluded Harry.