

**TILBUDS
KRIGER**



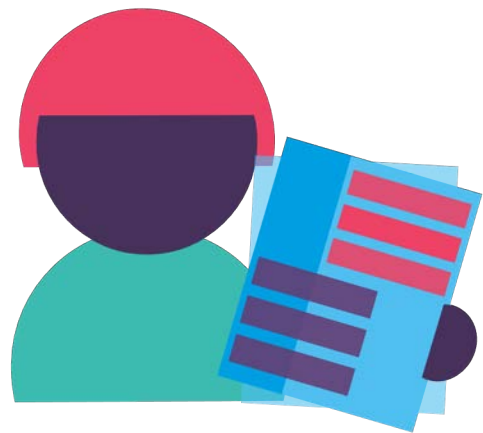
AI in Bidding:

Keynote speech

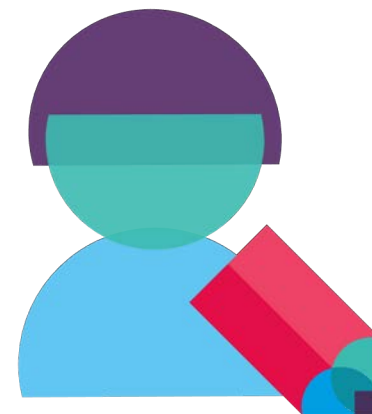
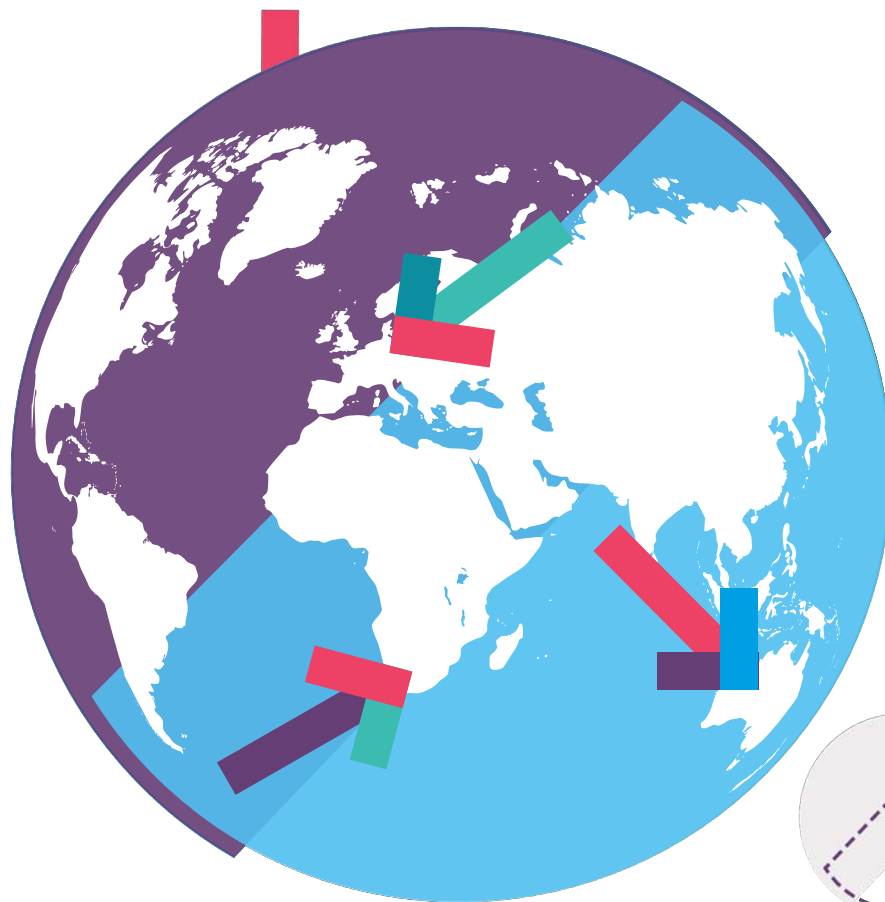
September 2024

Jon Williams FRSA CPP APMP Fellow FF.ISP
Managing Director, Strategic Proposals

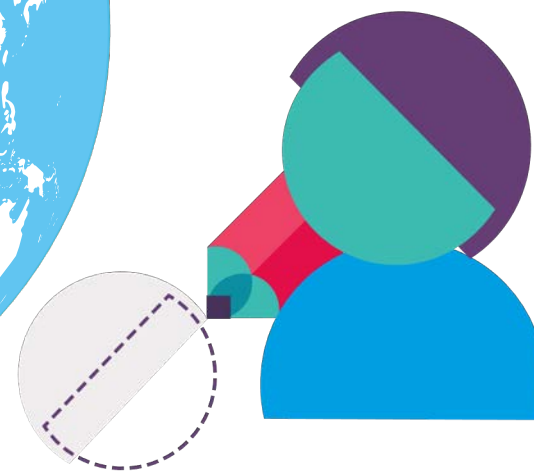




Proposal
Managers



Writers



Designers



Image credit: incamerastock / Alamy Stock Photo

DIGITAL TRANSFORMATION





Compare the quality...
Compare the price...

Card Factory

Clear prices ...
Clear savings ...

Card
Factory

10
FOR
£1

ON SELECTED
CARDS

We sell
giftcards

Look like
29p

Index Diaries
& Notebooks

£1.30

10p

GREAT
VALUE

GREAT
VALUE

GREAT
VALUE

GREAT
VALUE

We sell
stamps

Pay

Dear Mum...
It's Mother's Day,
every day.



\$25bn



Please stand up
if you're able to do so



Do something for
everyone here

1 - 2 - 3



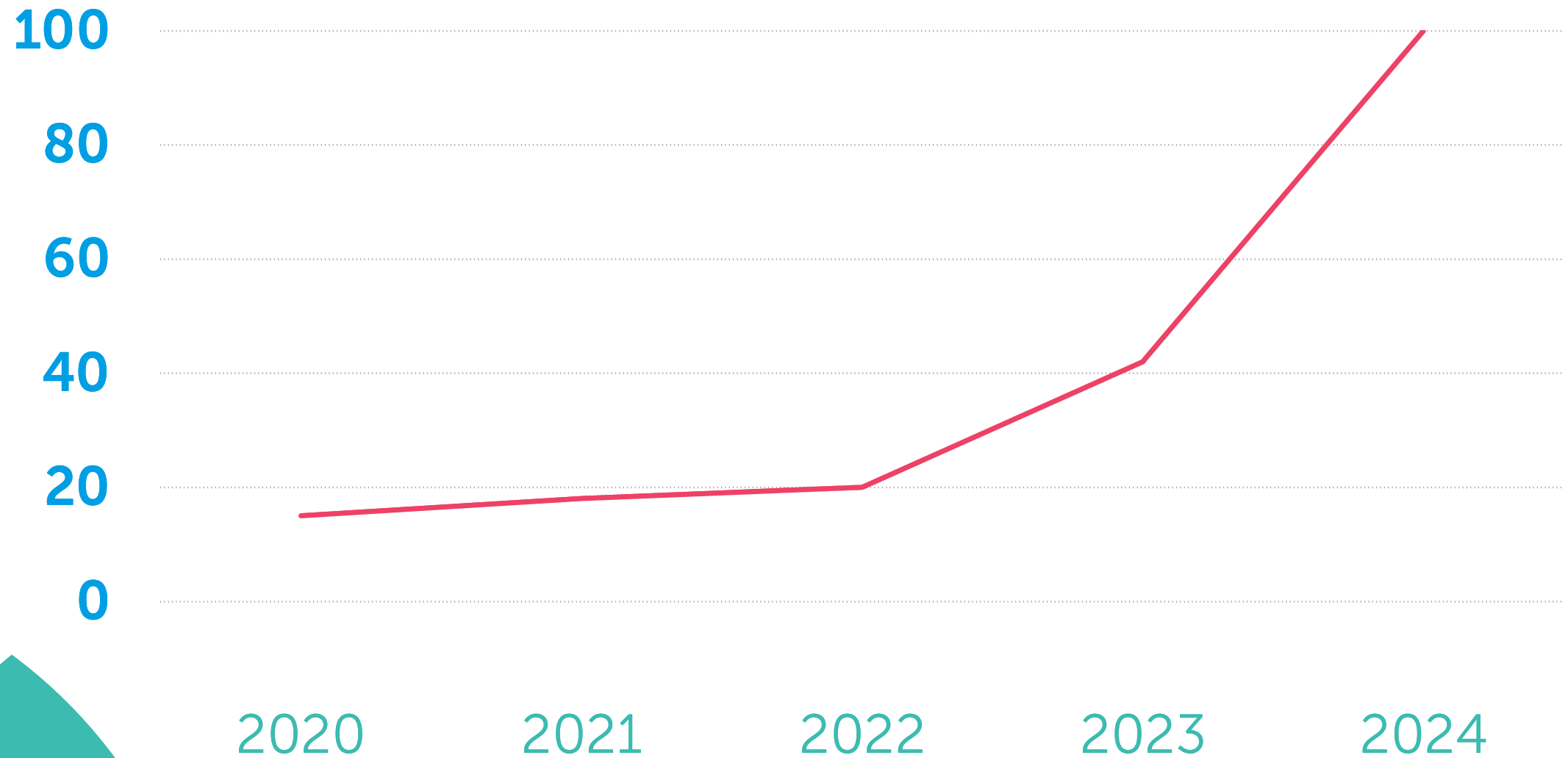
**Bid & proposal management
is mission-critical**

**The job protection
and creation engine**



AI

"AI" searches over time





**Why did the proposal
manager go to Copenhagen?**



**Why did the salesperson
meet the customer?**



**What did the bid
team do in Denmark?**





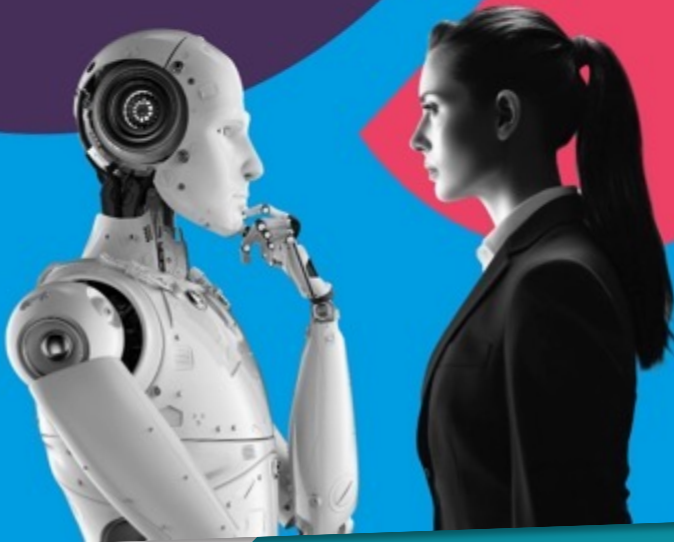
2023





The end of the age of **AI**nnocence?

AI in bids and proposals:
research findings





Harold Wilson
Former British Prime Minister



Research
overview



Where AI could
add value



AI lived
experiences



Risks and
challenges



How we're feeling
about AI



Overview of the research data



Overview of the research data



UK



USA



Australia



Netherlands



Canada

Overview of the research data



UK



Netherlands



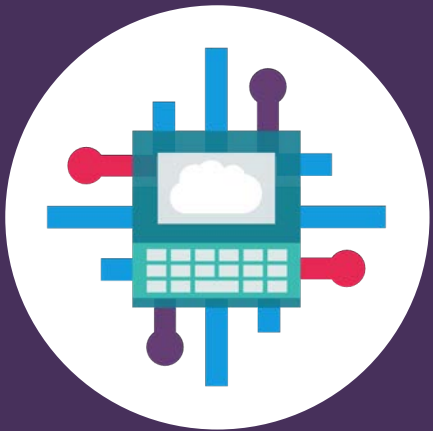
USA



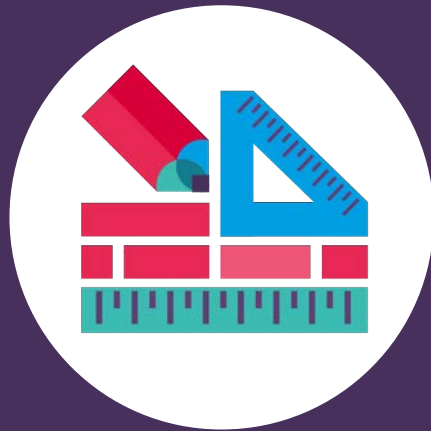
Canada



Australia



ICT



Construction

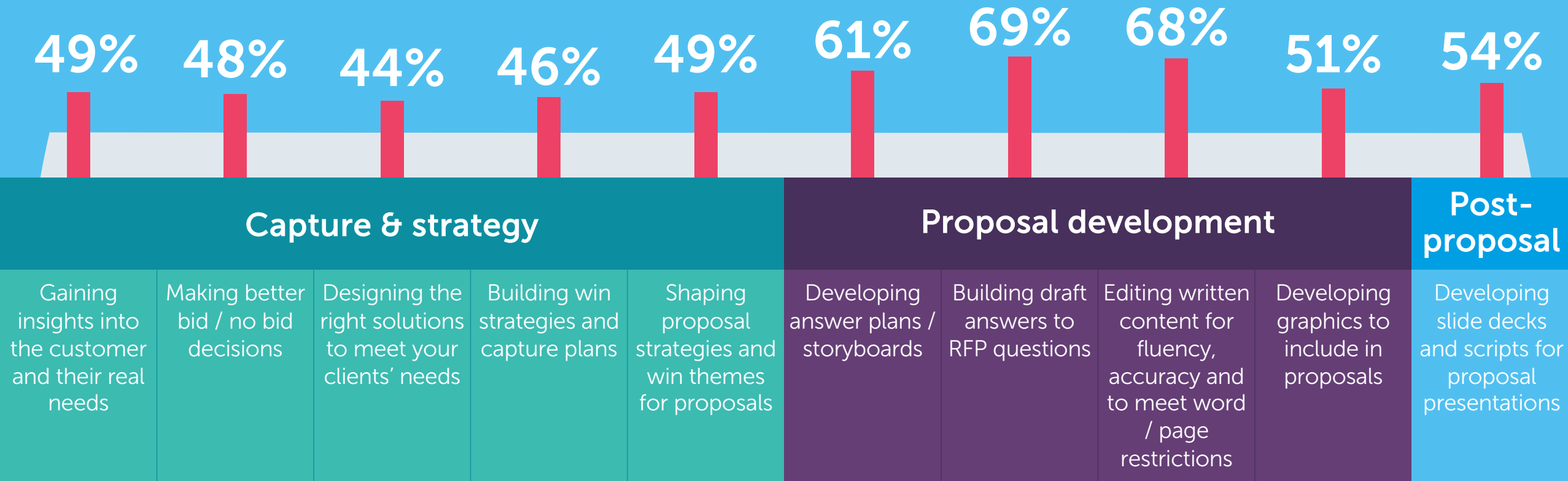


Professional, scientific
& technical



Finance &
insurance


Use cases: where could AI be useful?



Where AI could be VERY useful



- ✓ Interrogate pipeline
- ✓ Market intelligence
- ✓ Competitor analysis
- ✓ Price modelling
- ✓ Recommend SMEs for assignments
- ✓ Data mining from lessons learned
- ✓ Support qualification
- ✓ Actions to improve chances of winning



**Creating Gantt charts
for timelines** (maybe
you could input min and
max times for tasks and
then put in the bid period
and AI could generate
the ideal timelines?).

Where AI could be VERY useful

Proposal development

Developing answer plans / storyboards

40%

Building draft answers to RFP questions

52%

Editing written content for fluency, accuracy and to meet word / page restrictions

55%

Developing graphics to include in proposals

26%

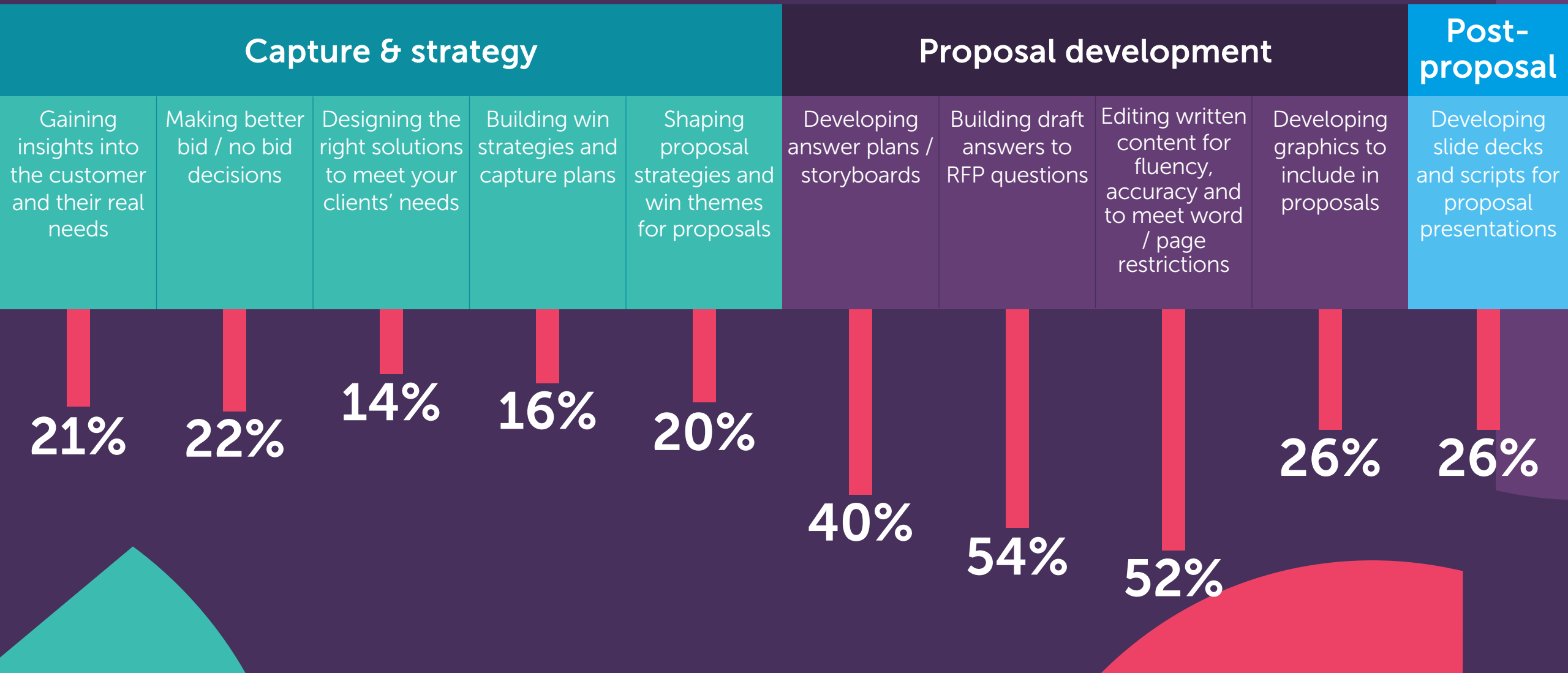
Where AI could be VERY useful

**It's great to
be in
Copenhagen.
Are you
having fun?**

**Tá sé
iontach a
bheith in
Copenhagen.
An bhfuil tú
ag spraoi?**

- ✓ Shredding RFPs
- ✓ Analysing / summarising lengthy requirements
- ✓ Customise answers to audience
(not just style, also terminology etc.)
- ✓ Aligning hot buttons with win themes across content
- ✓ Help match draft RFP answers with client
procurement scoring matrix
- ✓ Getting the tone right when you have multiple
contributors
- ✓ Proofreading and other checks
- ✓ Translations!

Where AI could add value



AI lived experiences

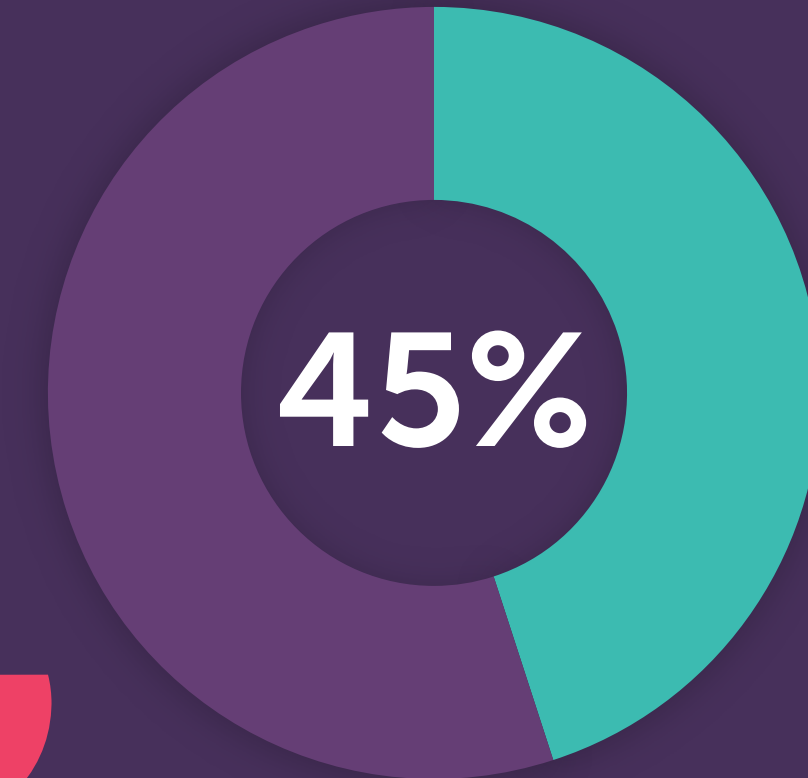
Excluding those working for software vendors

**Who's already started using AI in their bid
and proposal work?**



AI lived experiences

"It's been incredibly efficient for research and getting started on a first draft - pulling up suitable base material from prior bids."

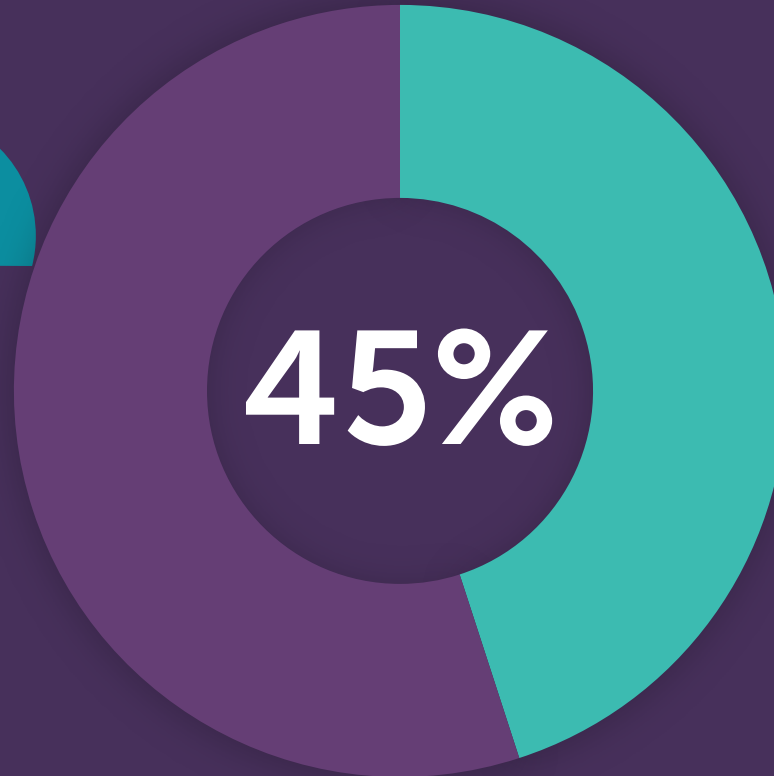


already started using
AI in their bid and
proposal work

"Helps prepare answer plan - not going into meetings with subject matter experts 'cold'."

AI lived experiences

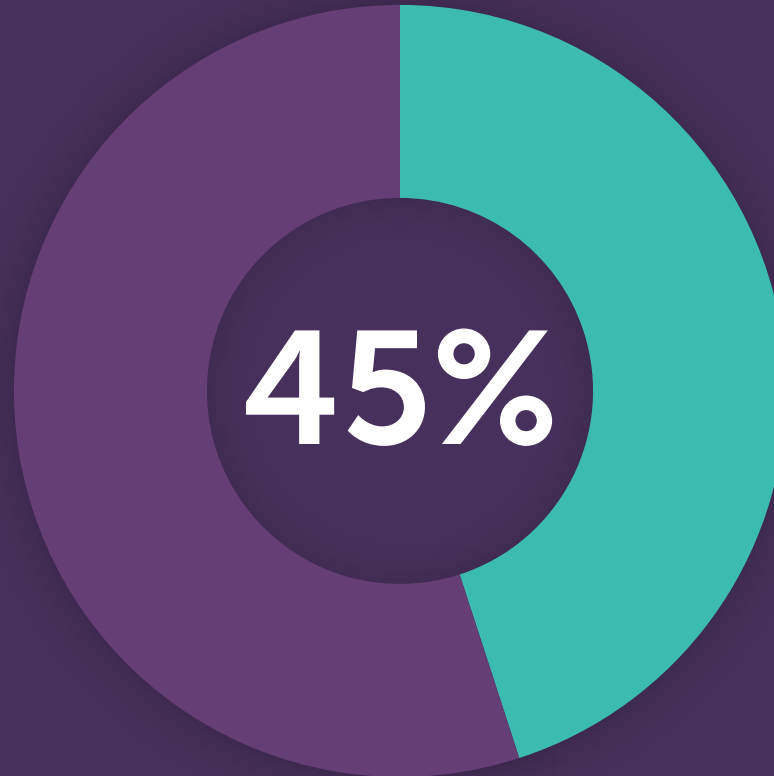
"Being able to reduce word count and mark my answers (critiquing)."



already started using
AI in their bid and
proposal work

"Supporting those whose English is not a first language and/or where they have challenges with language."

AI lived experiences



"Provide me with graphics ideas."

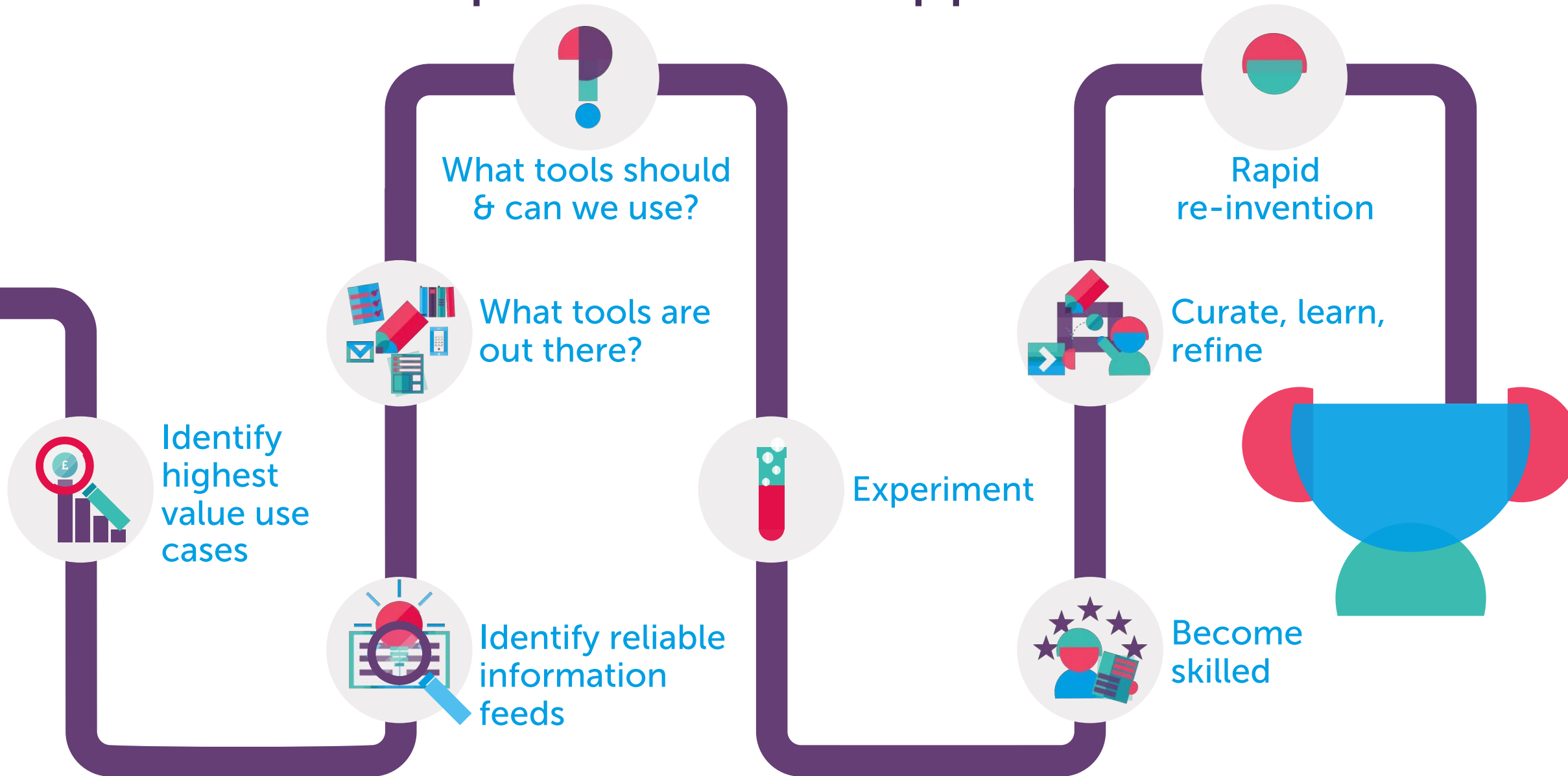
already started using
AI in their bid and
proposal work

"Analysing
learning and
spotting
trends."

AI lived experiences

**“It takes time to
find what works for
you, but it's life-
changing.”**

An implementation approach?



Artificial intelligence creating artificial content

"Your manuscript is good and original, but what is original is not good; what is good is not original."

– Samuel Johnson (attr.)

**"You can spot
AI content a
mile away."**

Artificial intelligence creating artificial content

"Your manuscript is good and original, but what is original is not good; what is good is not original."

– Samuel Johnson (attr.)

**"Inaccurate,
biased and out
of date"**

Artificial intelligence creating artificial content

"Your manuscript is good and original, but what is original is not good; what is good is not original."

– Samuel Johnson (attr.)

"Lacks the empathy and understanding of human response".

Artificial intelligence creating artificial content

"Your manuscript is good and original, but what is original is not good; what is good is not original."

– Samuel Johnson (attr.)

"Hallucinations"

The age of laziness

A risk writers use AI to respond to answers and create text responses that don't strategically answer the questions.





Copilot





The job of the proposal is to make it **overwhelmingly inevitable** that I should choose you.

Steve Mullins
The Proposal Symposium



Human intelligence

AI doesn't capture the same insight in the same way having a real relationship with the client does.



Human intelligence

Better than some text of many writers – but certainly much worse than the text of good bid writers who can produce compelling customer-specific bid text.



Human intelligence



Human intelligence

Content edited
for readability,
flow and word
count

Weave in strategic
messaging and
differentiation,
aligning to client hot
buttons and scoring

Raw material
collated from
credible sources to
answer questions



Human intelligence



GOOD



The future proposal
professional

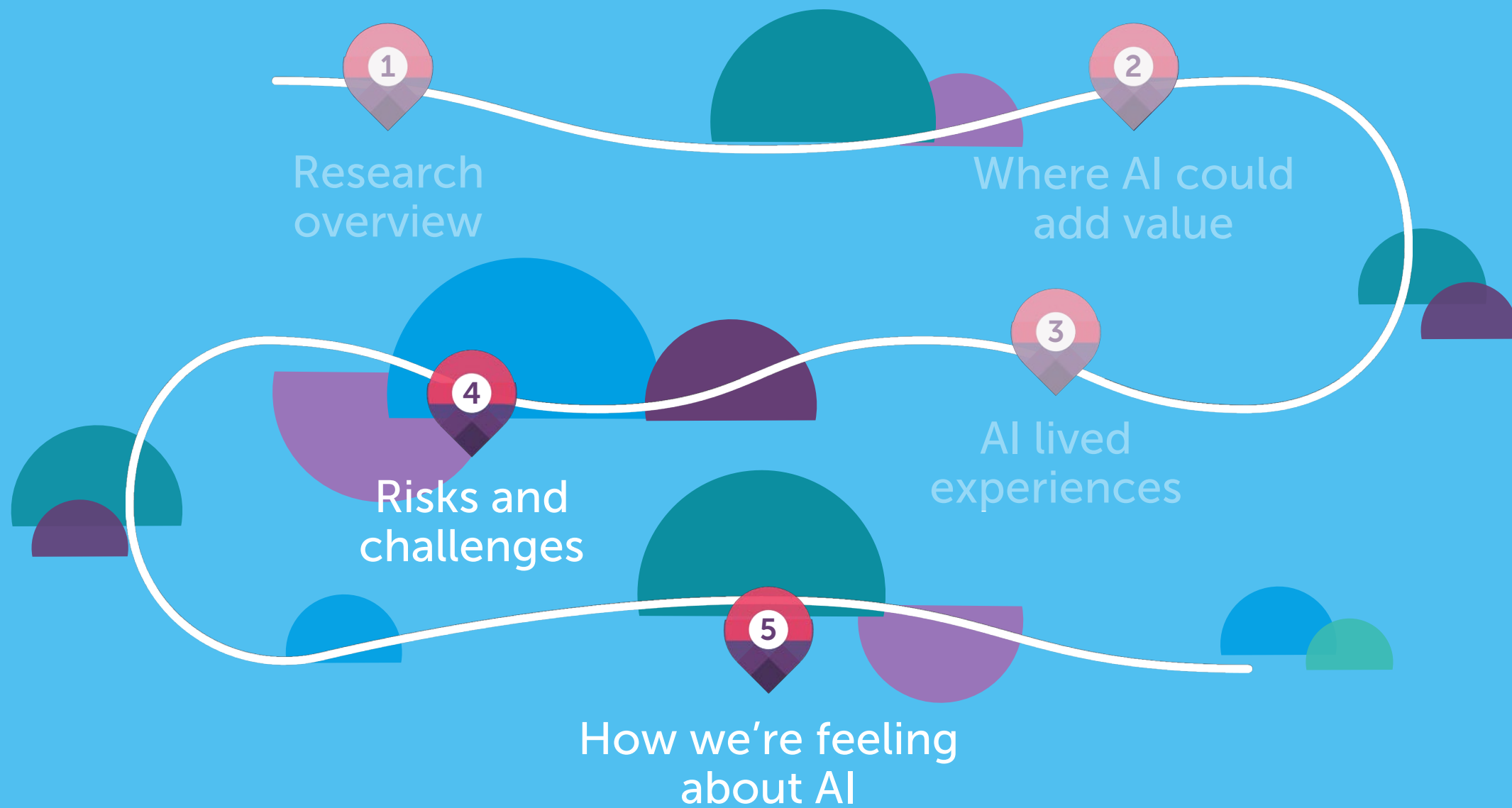
FAST

CHEAP

Human intelligence

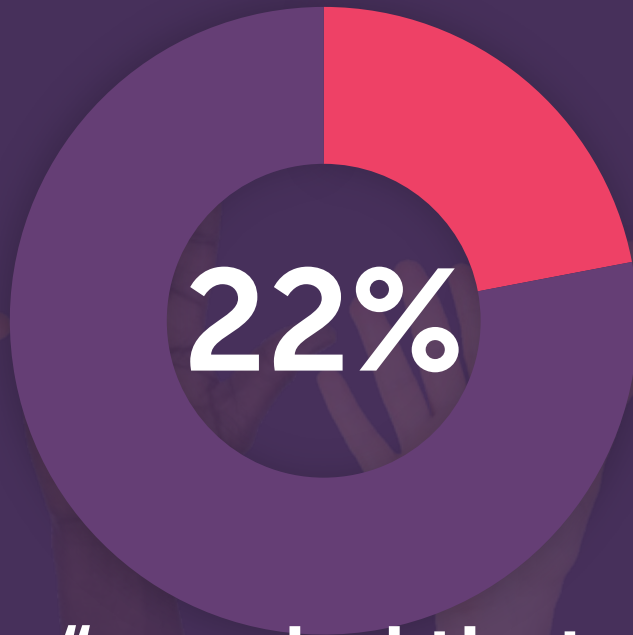
A great way of enabling bid experts to focus on where they add most value. This is not spending hours looking at a blank sheet of paper, wondering what to write and fearing how others will view your input.



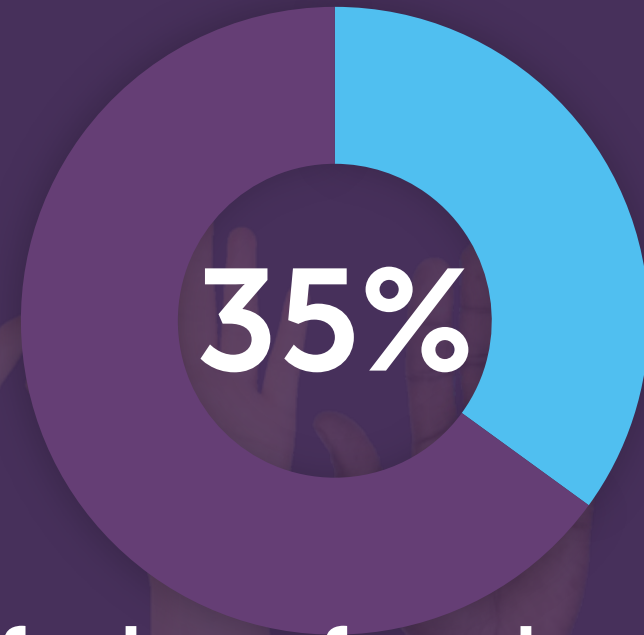


The wellbeing perspective

Who's feeling at all worried about AI?



**"worried that
AI's going to take
away my job."**



**"feel confused and
concerned by all this
discussion about AI."**

The wellbeing perspective


**"I'm no luddite,
but I think I do
my job better
than AI can."**

**"It feels like
a dark art..."**





**A people management and
leadership challenge!**



AI, and generative AI in particular, has the potential to completely transform how companies work on bids and proposals. We shouldn't look at AI as a force to replace jobs, but rather as a tool to help proposal teams be more proactive and strategic.

– Zak Hemraj, CEO, Loopio, Inc.



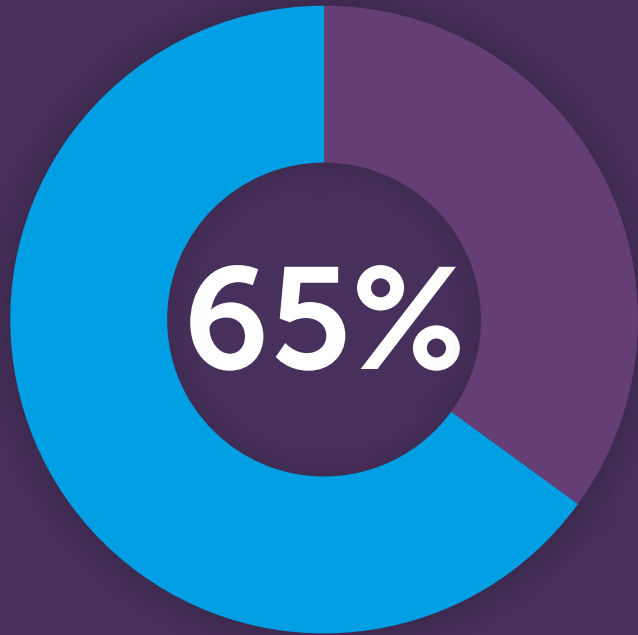
Buyer beware

Who works for a vendor selling AI
products or services?

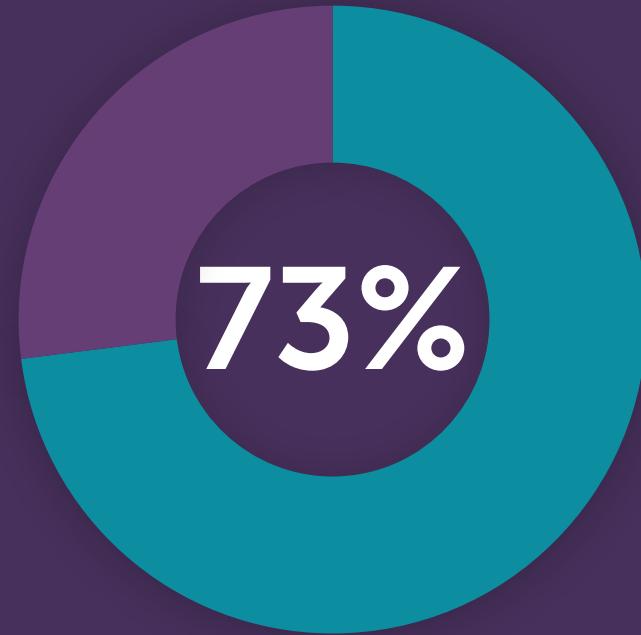


THANK
YOU!

Buyer beware



"There's lots of talk about AI, but that's mainly from vendors with products to sell."



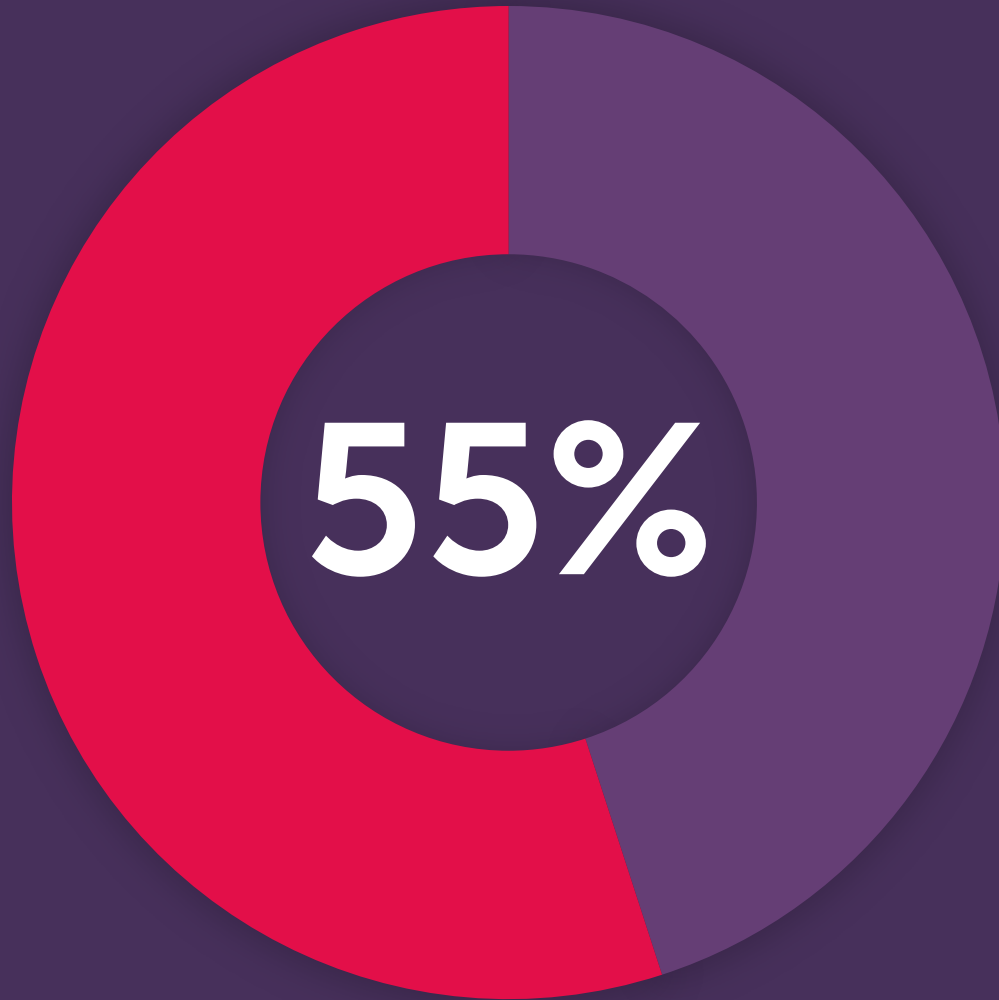
"Going with some of the new AI vendors out there to support our bid / proposal process feels risky."

Buyer beware

"Would you trust a small company, formed a few months ago, with a business-critical process and some of your most confidential information?"

"Security challenges in certain industries will make it impossible to implement."

Buyer beware



“It’s better to wait until the bigger & more established software players get AI properly embedded into their tools.”

Solutions emerging and maturing all the time





SHERIFF

BANK

SALOON

HARDWARE
& MINING SUPPLIES

MINING COMPANY

TEED

GENERAL
STORE

POST OFFICE

Loopio

Qorus

upland
Qvidian



responsive

AutogenAI



ROHIRRIM

bidwriteGPT

ChatGPT



Copilot



Copilot



Principles for using GenAI in bids



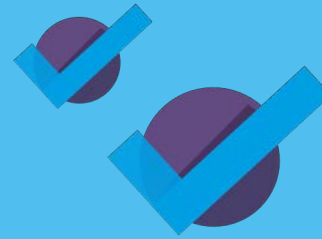
1
Define clear objectives

2



Select the appropriate tools

3



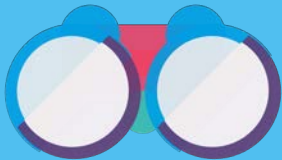
Validate the quality of input and output

4



Maintain customer confidentiality

5



Identify and address biases

6



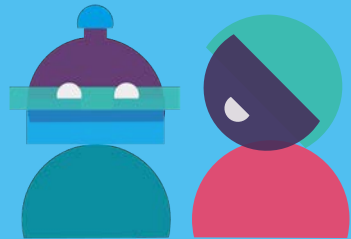
Train and support users to stay up-to-date

7



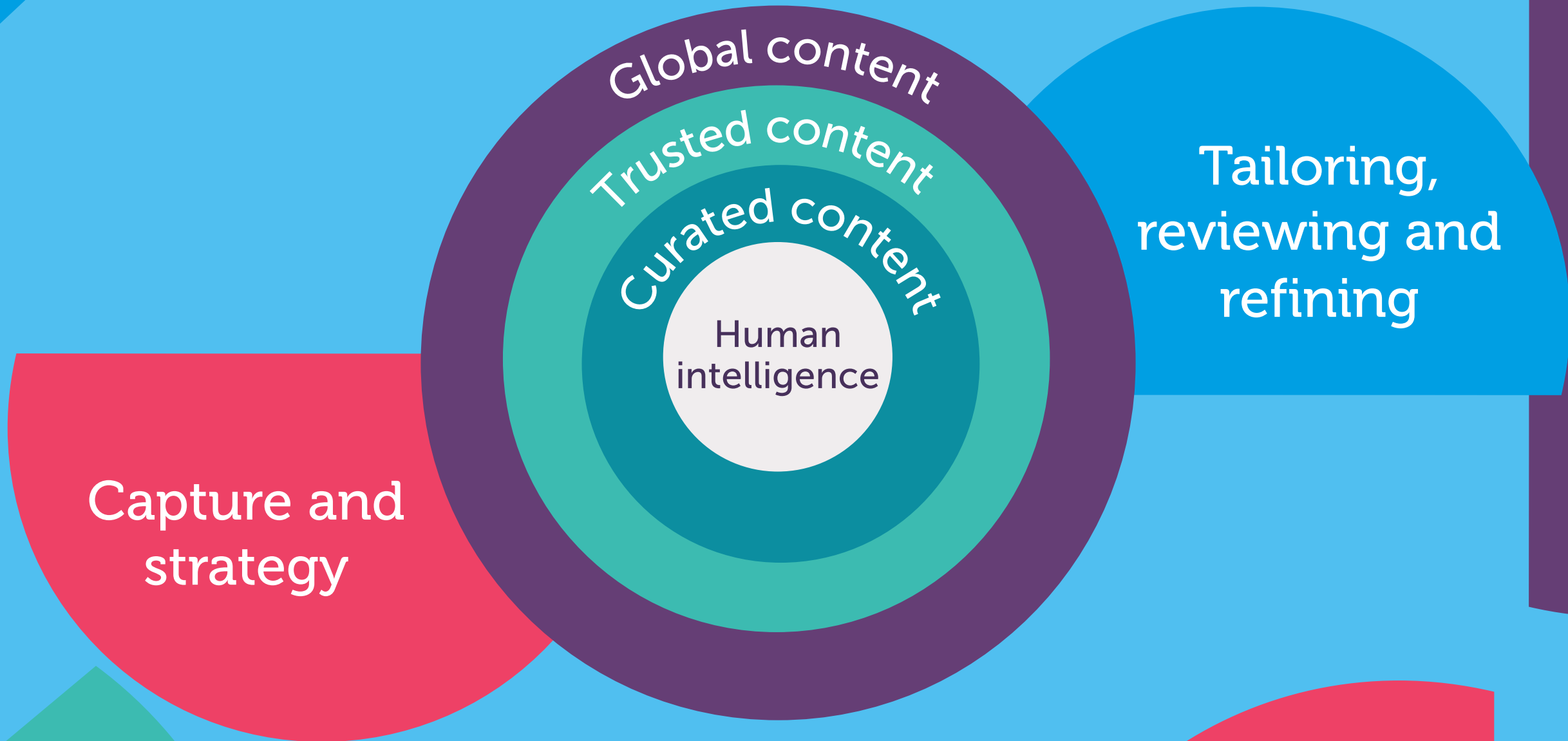
Pilot and evaluate

8



Augment, rather than replace human inputs

Bid GenAI in context



Buyer beware



"Dedicated bid AI platforms are far too expensive for the value they add."

Buyer beware

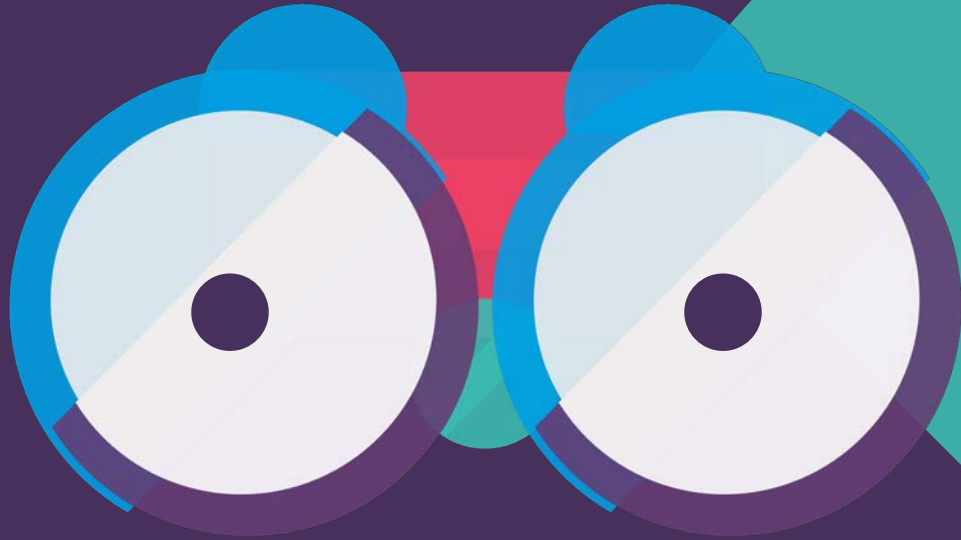


"The need to 'feed the machine' sometimes creates as much work as it obviates."

Buyer beware



Too few “demonstrable results with highly referable and contemporary use cases.”



Only

33%

have budget set aside
to deploy AI tools to
enhance our bid /
proposal process.

The procurement perspective

56%

of buyers are “worried that it’ll be harder to differentiate between bidders if they start using AI to write their proposals.”

– The Buyers’ Guide to Bidding



“Do we get the best, or the best written?”

Copy and paste – and be disqualified?



The procurement perspective




If everyone is using AI tools to develop perfect proposals, other mechanisms will need to be used to differentiate between bidders.



The procurement perspective


A woman with short grey hair and glasses, wearing a dark blazer over a light-colored shirt, stands in a modern office meeting room. She is pointing with a pen at a large digital display showing various data visualizations. The display includes a bar chart, a line graph, and a pie chart. To her left, a whiteboard also displays a pie chart with percentages like 15%, 43%, 16%, and 9%. In the foreground, several people are seated at a long table, looking towards the presenter. The room has large windows and modern lighting.

Get ready to
perfect your
pitches



“Please adapt the content of this RFP template and add in the specific requirements and assessment criteria associated with buying [service].”

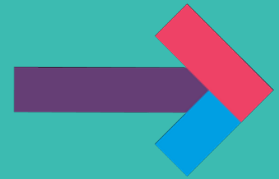
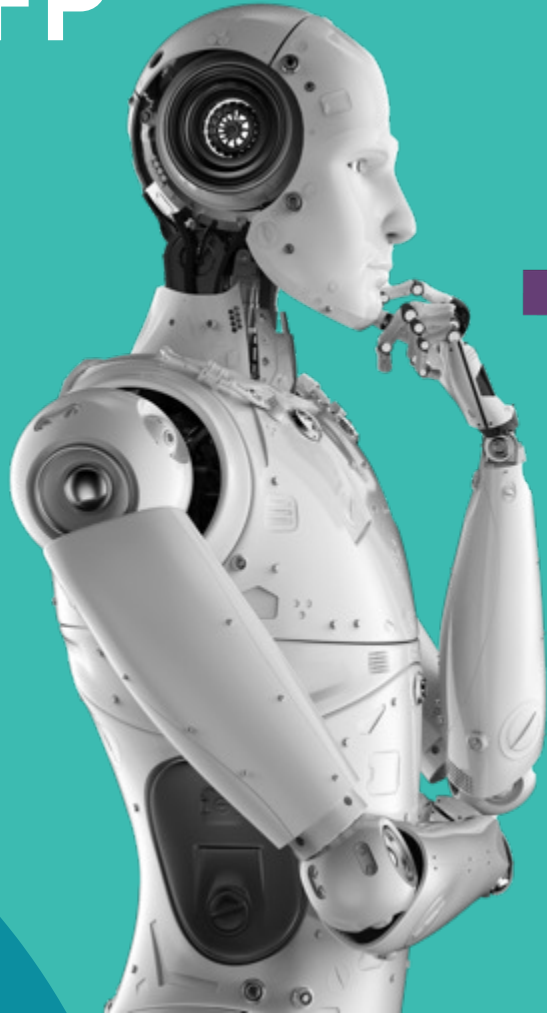
“Please analyse this [spreadsheet]. Which supplier has scored the highest overall?”



– Tom Mills, Procurement Protagonist®
3rd March 2024

The procurement perspective

AI RFP



AI proposal



AI evaluation

The AI imperative for bid and proposal professionals



55%

**AI's the most
exciting thing to
happen in the
bidding world in
years!**

The AI imperative for bid and proposal professionals

“Anyone not engaging with AI and understanding how it can accelerate and improve their work is likely to be outcompeted by someone potentially less skilled who is making more intelligent use of AI.”

“AI won’t replace people, but people using AI will replace people who don’t use it.”

AI



Aligning to
corporate AI
strategy

Cautious
exploration of
bid GenAI
tools

Analysing
use cases

Tactical use of
point AI tools

Managing SME
use carefully

Guidelines
for AI use

Building
business case

“There’ll be another
pig through the
village tomorrow.”



Thank you!



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