Citation Cyber

Tendering Top Tips:

How cyber security can help you win more business

Introduction

No matter your industry, business size or goals, you'll have come across tendering in some way or another.

If you've tendered for work before but not seen the success you'd hoped for, or you've had some success and are now looking to go after bigger contracts, we've put together some top tips when it comes to winning more commercial work and how getting cyber secure can not only protect your business, but help you win big too.

Five key questions to ask before tendering:

1. Am I eligible to bid?

Based on the information in tender documents, you should check that you meet the minimum requirements set out by the buyer.

There may be set requirements for different bids in different sectors, but they most commonly ask for information around your:

- ⊘ Minimum turnover
- ⊘ Financial stress testing (essentially to check your financial stability)
- ⊘ Relevant experience
- ⊘ Referee list
- ⊘ Certificates and accreditations

2. Do I have the right experience?

Do you have experience winning similar size tenders and have proven work experience to use as evidence?

If not, do others in your business or network have experience and be willing to offer advice or tips?

3. Is my pricing right for this project?

Do you know how your pricing benchmarks against your competition? Do you also understand your profit margins and if the project will be worth the time and effort financially?

4. What will I need to consider if I am successful?

Assuming you were successful, how would this impact your business? Would you need to take on extra staff? Would you need to source extra facilities or equipment? Could you manage the extras once the contract ends?

5. Quality of your submission

Before you press send, re-read through your submission to make sure you're proud of its quality because you won't have a chance to resubmit!

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Cyber Essentials Certification

As well as benefiting businesses through protection from common cyber attacks and lower insurance premium, Cyber Essentials is becoming increasingly important during the tendering process.

What is Cyber Essentials?

Cyber Essentials is a government-backed certificate that was introduced in 2014, and was created for all organisations, of any size and any sector.

The scheme is used to demonstrate that organisations have the appropriate security and defences in place against common cyber attacks and data breaches.

Cyber Essentials works by evaluating a company's technology defences to determine the current vulnerabilities and risk level. Once these risks are identified and managed, the organisation will be awarded the Cyber Essentials certificate.

It is commonly a pre-requisite for tenders in both the public and private sector, and is mandatory for all Ministry of Defence contract bids.

Benefits of Cyber Essentials

✓ Prevents 80% of common cyber attacks.

✓ Keeps your business compliant with mandates including UK GDPR 2021.

✓ Gain a thorough understanding of your risk level.

✓ Can help you showcase your commitment to device and data security.

✓ Low-cost, yet highly effective security tool for organisations of any size and sector.

✓ Allows your business to benefit from discounts on your insurance premiums.

We're here when you need us!

Many of our clients looking to win more commercial work take one of our cyber security packages. Not only do these include Cyber Essentials certification but also other key areas such as e-learning and phishing simulation, so you can make sure your organisation is fully protected and ready for any job.

FIND OUT MORE

Certifications, accreditations, and Health & Safety

A large proportion of Pre-Qualification Questionnaires (PQQs) ask for ISO 9001 so by holding this certification, your application will instantly stand out against the rest.

ISO 9001 isn't the only accreditation that is useful for tenders, and you may also be asked for Environmental (ISO 14001) and Health & Safety (ISO 45001) certificates.

Plus, as a Citation Cyber client, you're already well on your way to meeting the requirements of ISO 27001 (Information Security) – another way of demonstrating your robust cyber security defence mechanisms and standing out from your competitors.

On top of asking to see Health & Safety policies, Risk Assessments and Method Statements, we are also seeing more and more points being awarded to organisations that hold Environmental and Health & Safety certifications because buyers want to be assured that the contract will be carried out safely, compliantly, and efficiently.

As part of The Citation Group, we've got a range of services across our businesses, all designed to help you grow your business and save you time and money.

How we can help

We know just how crucial tendering is for businesses, so making sure the process runs as smoothly as possible is key – and that's where we can lend a hand.

We help businesses nationwide stand out and compete with their tender applications - whether that's through supporting them with Cyber Essentials certification, our all-in-one cyber security packages, or support achieving ISO Certifications and managing Health & Safety available through the wider group.

If you've got a specific tender coming up, or want to pick our brains on how you grow into new markets and your growth plans, call our friendly team on 0333 323 3981 or click the link below to book a free demonstration.

FIND OUT MORE

Watch your business soar when you're cyber secure!

Got any questions or ready to get the ball rolling? Call **0333 323 3981** or email us at **info@citationcyber.com**

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