

18 Essential Datapoints from Bid Management to Power Your Commercial Strategy

	MANAGEMENT	SALES / BID MANAGEMENT	PRODUCT MANAGEMENT	LEGAL, RISK & COMPLIANCE
1. Sales/Tender Pipeline + Forecasts	✓	✓	✓	✓
2. Insight into Roadmap Items, Certifications, and Performance	✓	✓	✓	✓
3. Rates (Won, Lost, Pending, etc.) + Metrics	✓	✓	✓	✓
4. Risks and Risk Appetite	✓	✓	✓	✓
5. Go/No-Go Decisions	✓	✓	✓	✓
6. Feedback Based on Data (Bid/No-Bid)	✓	✓	✓	✓
7. Customer Satisfaction Based on Implementations	✓	✓	✓	✓
8. Optimization, Product-Market (Services or Products & Combinations)	✓	✓	✓	
9. Policy - Automating or Manually Executing Processes	✓	✓		
10. New Business vs. Retention + Public vs. Private	✓	✓		
11. Contract (Value + Durations + Expiry Dates)	✓	✓		
12. Profit & Loss (Opportunity/Contract Level)	✓	✓		
13. Business Reviews (Yearly, Quarterly, Monthly)	✓	✓		
14. Number of Implementations/Products Purchased		✓	✓	
15. Insight into Product, Competition, FAQs, Success Factors		✓	✓	
16. Type of Procedure - Tender, RFP, RFQ, RFI		✓		
17. Team Effort/Resource Allocation		✓		
18. Customer Evaluations		✓		