

PTL 8.0 Convert Bid to Job

Objective

Convince the customer that our bid is the best choice.

Procedure

1. Review the job once more, consider the present factory schedule, and look for open production time sufficient to complete the project.
2. Contact the customer, verify the project agents and champions.
3. Make sure the customer understands the need to return the signed bid, especially if there is some urgency to his construction timeline.
4. Convince the customer that Stone Legends bid will give him the most value for his money.

Key Points

- Know the customer and his project, so you can meet his wants and needs.
- The customer should know that the production completion date depends on the timely return of the signed bid, and his delaying returning the signed bid may cause him to lose his slot in the production schedule



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This is the pass/fail point for Stone Legends. We have invested considerable time to produce this bid, but if we don't get the signed bid returned to us (and the deposit paid) we lose our investment. We should have eliminated unprofitable jobs before this point, and we expect to lose many of our bids, so we must do what is necessary to win as many as we can..

Here is where you convince the customer to accept our bid over any others he may have received. The groundwork for this persuasion should have been laid at earlier stages of the sales task timeline, but here is where the customer makes his final decision. Here is your home stretch where you win or lose the job.

Know the customer's priorities, Cost vs. Quality vs. Time, and use this to convince him our bid has value that another company can't or won't deliver.

PTL Outline

PTL 6: Evaluate Project

PTL 7: Bid Preparation and Submittal

PTL 8: Convert Bid to Job

- PTL 8.1 Decision Time Frame
- PTL 8.2 Re-Verify Primary Contacts
- PTL 8.3 Factory Resource / Response Time Frame
- PTL 8.4 Motivation Decision Factor
- PTL 8.5 Finalize Contract
- PTL 8.6 Receive Signed Contract

PTL 9: Job Number Assignment

PTL 10: Production Preparation

