

The High Cost of Low Bid!

The Tender, RFP, RFI Approach to win more business and select the *BEST* vendor.

Who do you represent?

Owner or Operator or
Both?

Think like the other to
guarantee a Win-Win!

Be the Low Bid – Be the
Best Value

John Oglesby



- Parking & Consulting 40+ years:
- 30+ Operator (CPS & Impark) 10+ Parking Technology CEO, Consultant since 1999
- Parking operations: Olympics, NFL, MLB, NHL, 200 sports venues, Commercial, Hospital, Retail, Airport, Municipal
- Consulting Services with Satisfaction Guaranteed
- Subject Matter Expert, Proposal Preparation, Operations, Trainer, Team Builder, Mentor
- 2022 Presented at the International Parking & Mobility Institute in New Orleans, National Parking Association in Austin Texas, and The Canadian Parking Association in Montreal, Canada! 2023 as well plus PIE!
- Projects in Canada include The Saddledome, and Calgary Stampede.
- Commercial projects with Quadreal, Cadillac- Fairview, and Brookfield, T2 in Calgary, Edmonton, Ottawa, Toronto, and Vancouver.

The Owner's Approach

- Airports
- Arenas
- Commercial
- Developers - Lenders
- Municipality - Airports
- Hospitals – Valet
- Municipalities
- Stadiums
- Universities - Colleges

No-one gets fired for buying IBM

If you keep doing the same things...

Identify the Need & the Desired Outcome

- Which shall it be; Tender, RFP or RFI?
- Prepare a level playing field
- Talk to peers that have been in this process
- Solicit sample documents and tailor them to your needs
- Provide Budget and Actuals with the very best information
- Involve your current provider (unless it's a secret)
- Create a format that limits page count & maximizes value
- Give them enough time, take enough time, & do the work
- Caution against unnecessary volumes and encourage specificity



Tender/RFP/RFI - a 10 Year Investment

- Complete Scope of Work
- Sample templates and clear expectations
- Base Fee and Incentive whenever possible
- Solicit new ideas as well as proven results
- Technology proven or proprietary, success level and examples
- Limit Page count and “boilerplate” push for specifics
- Show them your pain, chronic and temporary, then tell them your goals
- Give them your (or request there) sample agreement and REQUIRE a redline
- Ask for their critique of current operations
- Specify what would you do differently, how you are unique
- Ask for reference current and last three operations



Issue RFP – Stick to the plan & timeline

- Hire a Great Consultant
- Get the word out, lots of bidders, do more than the minimum to find bidders
- Provide clear minimums but NO more than necessary
- A simple submission process, be considerate of day & time
- Electronic and Hard Copies
- Anticipate what they need, and provide your spreadsheet(s) and report(s)
- Provide Pre and post-Covid actuals with detail
- Mandatory in-person Pre-Bid
- Samples, examples, resume, and LinkedIn Bio
- Mandatory Interviews with core team members
- Keep your incumbent engaged and involved – if not a secret, don't let it be a surprise



Review & Award

- Do they qualify, is it a responsive submission?
- Recognize the Value of MBS, WBE, SB, & Veteran Owned
- Exhaustive reference checks; every reference
- Website review and industry support
- Environmentally aligned
- Planned Team review and reference checks
- Lost location reference checks
- Review of Redlined Contract
- Quietly negotiate and award
- Notify incumbent
- Award contract
- Signed agreement
- Announce the outcome
- Smooth Transition



Recap & Provide Exit Interviews

- Pay it Forward to your next Team's exercise
- Volunteer your success to friends in the industry
- Provide a meaningful Exit Interview to every bidder
- What went right
- What went wrong
- What would have made a difference this time (and next time)
- What would you do differently next time
- Provide candid feedback,
- Make their industry and yours better for all
- Encourage and answer questions



Winning Strategies



- Bidders
- Collaborations
- Consultants
- Vendors
- Operators
- Suppliers
- Primes and Specials



Ten Steps for the Most Successful Proposal

- Step 1: Understand the problems and pain points
- Step 2: Present your solution and show your value
- Step 3: Define your deliverables and success criteria
- Step 4: Stay in their format with your ideas
- Step 5: Outline your project schedule and budget
- Step 6: Tell them why to hire you
- Step 7: Offer a second (alternate) bid even when told not to
- Step 8: Edit/proofread your proposal
- Step 9: Submit it in a beautiful package on time
- Step 10: Follow up with the secret sauce!

Research the Client, the Location, the Need

Annual Budgets

- Public Agencies:
 - Capital expenditure annual budget
 - Municipality long-term plans
 - Websites
- Private: Research
 - Google
 - LinkedIn
 - Websites
 - Vendors



Find Owner's Needs

- What's the project?
- Research the project to find out why it is being built.
- What is needed beyond the Tender/RFP
- Look for hidden needs
- "Put the puzzle together."
- Carefully price to fit the project



If Possible: Meet Before Procurement

Request to Meet Client & Listen!

Collect intel and information in advance

- Meet with project manager
- Meet the department heads
- Look at meeting minutes, and announced priorities
- Google



Learn Concerns

- Learn details of concerns
- Get specific issues that required the RFP to be written
- Find out what other hidden issues they may have
- Try to find out if the client may be open to receiving an alternate approach and fee in the proposal

Determine Needs



Read RFP and Needs

- Thoroughly review the document and research the needs expressed
- Research additional approaches to issues uncovered through individual site research, meetings, or on-site visits
- Understand what you can not “see”
- Look at your competition, play your game but watch the “film”
- Write it in their format, answering every question
- Don't assume anything, tell your story

Describe Solutions

- Research possible solutions and create a solution addressing: concerns, timeline, budget, resources needed, and other pertinent information
- Address solutions from the owner's point of view
- Answer their questions, Reflect your Value
- *Remember:* Low bid is not always the best way to win a project, understand who your client is to determine how to best approach the proposal for cost-sensitive clients.



Submit your bid

- Attractive Packaging (electronic) and or physical
- Make sure you know the platform
- Assume problems – Murphy

Follow their outline

- Follow given outline
- Clear table of contents
- Easy to read the proposal
- Treat this like the most important opportunity of your career
- Remember they don't know what you don't tell them

Submit on time

- On-time and Awesome
- Complete and Confirm
- Prove Submission
- Prep for the Interview





Secret Sauce



Make it as Easy as You Can for them to
Select You!

Thank You for Listening!



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