

PROCUREMENT

The Bid / No-Bid Qualification Scorecard

Five knock-out questions and five weighted criteria that tell you — before you spend a single bid hour — whether a public tender is worth pursuing. It is the same method Tenderen uses on every tender's Go/No-Go page.

- ✓ Print-optimized
- ✓ Expert-curated
- ✓ Actionable tips

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Writing a public tender response takes real senior time, and every hour spent on a bid you were never going to win is an hour taken from one you could. The teams that win consistently are not the ones that write best — they are the ones that **qualify best**. They say no early, so they can say a full-hearted yes to the contracts they can actually win.

This scorecard makes that decision objective, fast and repeatable: answer the knock-out questions, score five criteria, and let the number — not optimism — start the discussion.

Step 1 — The Knock-Out Questions

Answer these first. One honest **no** that you cannot fix ends the discussion, whatever the score would have been.

- ☐ Can we meet every absolute requirement in the specification?
 - ☐ Do we meet the qualification requirements — or can we meet them by relying on a partner or subcontractor?
 - ☐ Can we submit a complete bid before the deadline, including the time needed for internal approval?
 - ☐ Can we accept the contract terms without reservations that would get the bid rejected?
 - ☐ Are we free of conflicts of interest and grounds for exclusion?
-

Step 2 — Score the Five Criteria

Score each criterion from **0 to 10** with the people who would deliver the contract, not only sales.

1. Strategic Fit — weight 25%

How well does the tender match what you deliver, your experience and where you want to grow? 0–3: *outside your core, you would be stretching* · 7–10: *exactly what you do, with strong references*

2. Capacity and Resources — weight 20%

Do you have the people, time and resources to write the bid and deliver the contract? 0–3: *key people are busy, delivery would strain you* · 7–10: *the team is available and has done this before*

3. Competitive Position — weight 20%

How strong are you compared with the likely competitors and the incumbent? 0–3: *a strong incumbent and nothing that sets you apart* · 7–10: *clear strengths on the award criteria*

4. Profitability — weight 20%

What margin can you expect, given price pressure, scope risk and the contract terms? 0–3: *price-driven with little room for margin* · 7–10: *quality weighs heavily and the scope is clear*

5. Strategic Value — weight 15%

What else does the contract give you — a new market, a reference customer, new capabilities? 0–3: *nothing beyond the revenue* · 7–10: *opens a new market or gives a valuable reference*

Scoring Sheet

Weighted points = score ÷ 10 × weight. The total is out of 100.

#	Criterion	Weight	Score (0–10)	Weighted points
1	Strategic Fit	25		
2	Capacity and Resources	20		
3	Competitive Position	20		
4	Profitability	20		
5	Strategic Value	15		
TOTAL (max 100)		100		

Decision Thresholds

- **60–100 → Bid.** Commit your best people and go for a top-band response.
- **40–59 → Look closer.** Find the weakest criterion. Can a partner close a capability gap, or can you free up the team? If not, treat it as a no.
- **Below 40 → Pass.** Decline and protect your team's time for better-fit tenders.

Write the Reasoning Down

A logged decision is valuable: it records *why* you bid or passed, builds memory in the team, and shows patterns over time (for example "we keep losing on price in this sector"). Compare your decisions with the results and adjust how you score.

Use It in the Browser or in Tenderen

- The same scorecard is free to use in the browser, with no signup, at tenderen.com/en/ressurser/maler/bid-no-bid.
- In Tenderen, every tender has a **Go/No-Go page** with these five criteria and weights. The decision and your reasoning are saved on the tender for the whole team, and Tenderen can suggest starting scores from your company profile.

- On Pro and Enterprise, **AI document analysis** pulls the requirements, award criteria, deadlines and contract terms out of the tender documents, so the knock-out questions are answered from facts, not guesses.

Tenderen — tender monitoring and AI bid writing for public contracts in Norway and Europe.

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