



GROWTH & COMPLIANCE

Major Contract Win Programme

Build a compelling, evidence-backed bid for high-value logistics contracts — with margin-protecting pricing.

IDEAL FOR

Road haulage

Distribution

3PL

Warehousing

THE CHALLENGE

A major retailer or manufacturer RFP lands. The ops team knows you can deliver — but the bid reads like every other haulier because nobody had time to build a compelling, evidence-based story.

TYPICAL DURATION

3–5 weeks (aligned to tender deadline)

OPERATIONAL AREAS COVERED

Delivery

Customer

Warehouse

Vehicle

Discover

Workshop & interviews

Deliver

Fixed-scope outputs

Handover

Documentation & session



Major Contract Win Programme

WHAT YOU GET

- Bid/no-bid assessment and win strategy
- Win themes and differentiators mapped to evaluation criteria
- Methodology and operating model response (tailored to your capabilities)
- Case study and evidence pack (anonymised operational metrics)
- Pricing model and commercial structure with sensitivity analysis
- Full quality review before submission

EXPECTED OUTCOMES

- Compliant, compelling bid that stands out on methodology
- Pricing model that protects margin, not just wins on price
- Reusable bid content for future opportunities
- Higher quality score on technical and commercial sections

AT A GLANCE

Duration

3–5 weeks (aligned to tender deadline)

Outcome area

Growth & Compliance

Segments

Road haulage · Distribution · 3PL · Warehousing

Data areas

Delivery · Customer · Warehouse · Vehicle

Fixed-scope delivery

Defined outputs, documented handover, no open-ended day rates.

WHO THIS IS FOR

Logistics operators pursuing contracts worth £500k+ annually with structured evaluation criteria.

Ready to make better operational decisions?

Book a free 30-minute discovery call — we will recommend the right fixed-scope engagement.

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