



7 Costly Tender Mistakes That Cause Organisations to Waste Time and Money

A Practical Guide from New Ethos

Many organisations spend days or even weeks preparing tender submissions only to discover they were never realistically positioned to win. Before investing valuable bid-writing time, watch out for these common mistakes.

1 Failing to Check Financial Requirements Early

Many tenders include minimum turnover, insurance or financial standing requirements. Always check these first before investing time in the opportunity.

2 Assuming Capability Equals Evidence

Being able to deliver a contract is not the same as being able to prove it. Evaluators score evidence, case studies and outcomes.

3 Chasing Every Opportunity

Not every tender is worth pursuing. Strong bidders are selective and focus resources where they have the greatest chance of success.

4 Ignoring Evaluation Criteria

Before writing a single answer, understand quality weighting, price weighting, social value requirements and pass/fail criteria. The scoring model tells you what matters most.

5 Underestimating Bid Workload

Policies, references, pricing schedules, case studies and supporting evidence often take longer to gather than expected. Make sure you have the resources available before committing.

6 Missing Compliance Requirements

Many bids fail before evaluation begins because mandatory declarations, certificates or attachments are missing. Always complete a compliance check before submission.

7 Skipping a Go / No-Go Assessment

Before bidding, ask: Can we win? Can we deliver? Can we resource it? Is it commercially worthwhile? Does it support our strategy? A simple review can save significant wasted effort.

Quick decision filter

If the answer is unclear, pause before committing valuable bid-writing time.



Quick Tender Review Checklist

- ✓ Financial requirements reviewed
- ✓ Relevant case studies available
- ✓ Evaluation criteria understood
- ✓ Resource requirements assessed
- ✓ Compliance requirements reviewed
- ✓ Strategic fit confirmed
- ✓ Formal Go / No-Go decision completed

About New Ethos

New Ethos helps organisations assess tender opportunities before valuable bid-writing time and resources are committed.

Our Tender Reviews consider:

- Commercial viability
- Resource requirements
- Framework suitability
- Compliance complexity
- Delivery risks
- Practical next steps

Win the right tenders. Avoid the wrong ones.

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This guide provides general information only. Each tender opportunity should be assessed on its own merits.