

# BID TO WIN

## Creating Proposals with Better Estimate Accuracy with Avontus Designer<sup>®</sup>

Win more bids and increase profitability with  
scaffold design and estimation software.

In the lowest-bid-wins contracting model, many contractors are forced to operate on a tight margin to compete for clients. But lowering your price often means having to undercut your services. Not only does it shrink profits, this legacy method also leaves you with no room to absorb unexpected costs, forcing you to choose between upsetting your customer with unplanned change orders or the risk of taking a loss on your work.

It can be difficult to strike the right balance between bidding competitively and profitably.

That's why the most profitable scaffolding companies focus on value, not price. In fact, the winning proposal is often the one that most clearly demonstrates the value for the project owner, highlighting deliverables—quality, safety, and schedule—over dollars.

So, to improve your bid-hit ratio and improve profitability, it's time to revamp your bidding strategy by:

- **Pricing your bid accurately**, so that your profits aren't wiped out by unexpected surprises.
- **Increasing bid efficiency and reducing engineering costs**, so you're not losing money on discarded bids.
- **Differentiating your bids** to win on value, instead of price.

With increased predictability and reliability, scaffolding businesses can maximize profits, avoid future disputes, and complete the project on time. Everyone involved can benefit from a value-based proposal.

Want to improve your win rate and profitability?

In this white paper, we'll show you how successful businesses equip their sales teams with software that allows them to pitch more projects faster, dramatically reduce engineering costs, and clearly communicate to customers why your company is the right choice over the competition.

You'll also learn about **Avontus Designer<sup>®</sup>**, the industry's leading scaffold design software, and its advanced modeling and estimation features for creating a winning proposal.

# Increase Bid Accuracy to Increase Your Profits

A critical part of creating a proposal is examining the bid package.

In all project delivery methods, having sufficient data from the early stage is vital to your profitability. Firstly, to help you target suitable jobs and clients. Secondly, to prepare accurate estimates for your services.

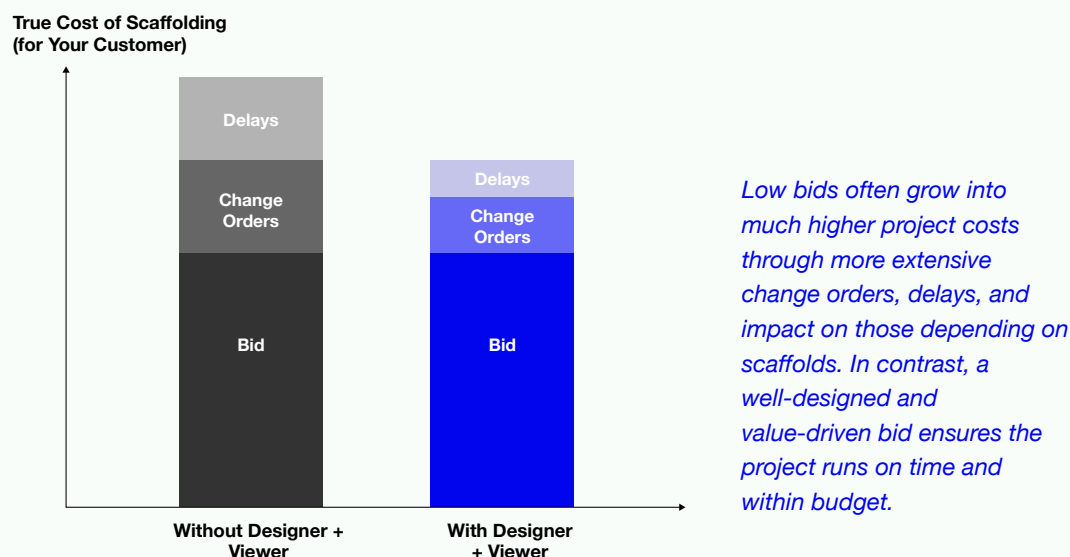
Any miscalculation in designing, planning, and material takeoff can instantly increase the magnitude of cost overruns. Not only do inaccurate or incomplete estimates affect your projected profit, they also impede your chance of winning the work in the first place.

Even if you do win the bid and manage to deliver on your commitments, an inaccurate estimate creates plenty of opportunity for surprises and delays, which in turn reduce your chances of a repeat customer or a stellar reference.

Despite the importance of bid accuracy, many contractors rely on a one-size-fits-all approach to get their bids out sooner. But this means running the risks of giving the client wrong information or worse, compromising the quality of the build.

Most low bidders tend to recoup their costs through cutting corners, additional claims, or reimbursements, which often end up in disputes. You wouldn't want a winning bid turning into catastrophe on the job site, either.

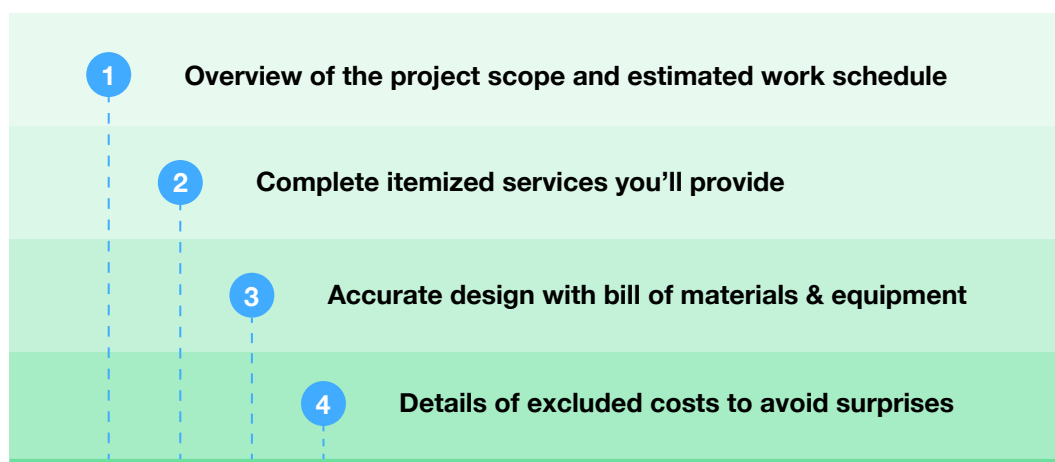
A customer may stress their sensitivity to price, but ask them whether they'd choose to save 5% of their scaffold cost or 5 days of project duration.



It's important to pay attention to the accuracy of cost estimates and align all parties on the requirements of the build from the earliest stages, including sales and estimating interactions.

That's why leading scaffolding businesses focus on best-value procurement. In other words, win with quality and expertise. Even in the absence of a detailed bid package, a salesperson can collaborate with the client to understand the project scope as well as the specifications about the site. Then, they are able to deliver the bid with a high level of precision, all the while impressing the customer with their attentiveness and care.

In addition to a breakdown of costs, a complete bid should allow for contingencies, alterations of scaffolding, labor costs and other potential mark-ups. Make sure the bid clearly communicates information such as:



By presenting all the nitty gritty details needed to fulfill the project scope, you can better manage the client's expectations, while assisting them with budgeting and their own planning efforts. Plus, with an accurate scope, all bidders are forced to bid to the same project scope, avoiding cutting corners.

Accurately documenting the key details of your bids also builds a foundation for better equipment and logistics management in the long run, so the improved efficiency in your estimating process benefits your operations team, too. No more guessing what the salesperson had in mind when they priced the job!

While a value-based proposal delivers significant benefits, there's another challenge. Your customers aren't scaffolding experts. They may not understand a complex scaffolding sketch along with a list of technical terms.

This is where scaffolding technology comes in.

With Avontus Designer, bidding and estimating a job can be done with minimal drafting knowledge. It replaces hand-sketched scaffold plans with immersive 3D models. What's more, you can even present the design proposal to your client through augmented and virtual reality (AR/VR) to further impress and educate them.

The comprehensive scaffold design functions strengthen your proposal with professional 3D scaffold models and accurate bills of materials. That way, your client will be able to see exactly how everything will look when built and assess the project feasibility.

This level of detail is essential to earning their trust that your bid is the right one to ensure the success of their project, regardless of price, and proves that you're not the cheapest—you're the best.

We'll discuss more ways to strengthen your sales pitch and win more projects in the next section.

# Increase Bid Efficiency and Reduce Engineering Costs

In reality, you'll likely adjust the original bid as new requirements and scope changes come in, especially during on-site visits. Whether it's vehicle accessibility, updated architectural drawings, or changing ground conditions, the reality at site will influence your final estimate.

To effectively revise your bid, consider how the scaffold fits with the requirements of the site as well as the constraints of equipment availability.

For many jobs, you'll have to wait for an engineer to develop and update the stamped design to then fine-tune your estimate. However, this buffer can easily stall the bidding process in back-and-forth communication. The bid deadline is a constraint you have to keep in mind.

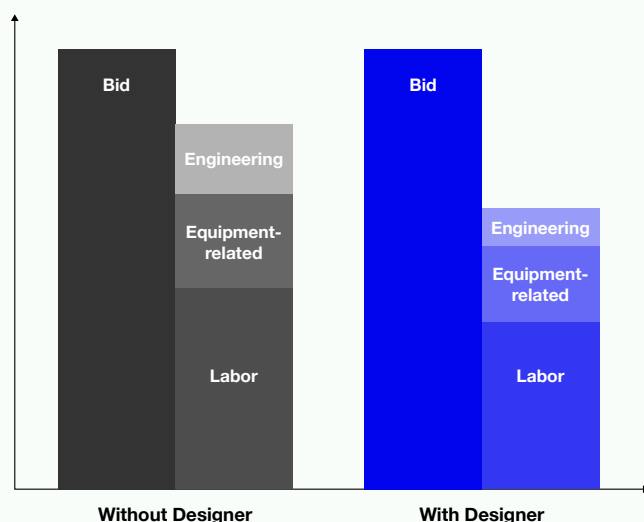
While modern CAD applications allow designers to assemble a 3D scaffold relatively quickly, this approach can be costly, in terms of software licenses, supporting hardware, and hiring or training skilled CAD designers.

High engineering costs eat into your profitability. What's worse is that you might end up wasting money on bids you don't win.

Good news! Avontus Designer strips away the complexity of typical CAD software, allowing your sales team to adjust the scaffold components with drag-and-drop simplicity. Any adjustment to the original plan will also generate a new bill of materials, all within a few clicks.

The result? Your team can deliver ready-to-build designs to include in proposals and update quotations on the fly, while freeing up your engineering resources to service more demanding projects.

Revenue vs. Key  
Costs of Scaffolding  
(for the Erector)



*By using Avontus Designer, you reduce your overall costs to deliver on project commitments, enjoying better profit margins and the option to pass savings on to customers in the form of more competitive bids.*

It's easy to configure the material list and all the equipment needed will be automatically generated. Avontus Designer includes a comprehensive catalog of leading systems scaffold manufacturers with a high degree of customizability so you can start designing immediately with the same equipment sitting in your yard. This makes the procurement process much faster, and more accurate.

Such agility and speed are transforming the way construction projects are handled. A process that's otherwise extremely manual and error-prone is now frictionless with complete transparency.

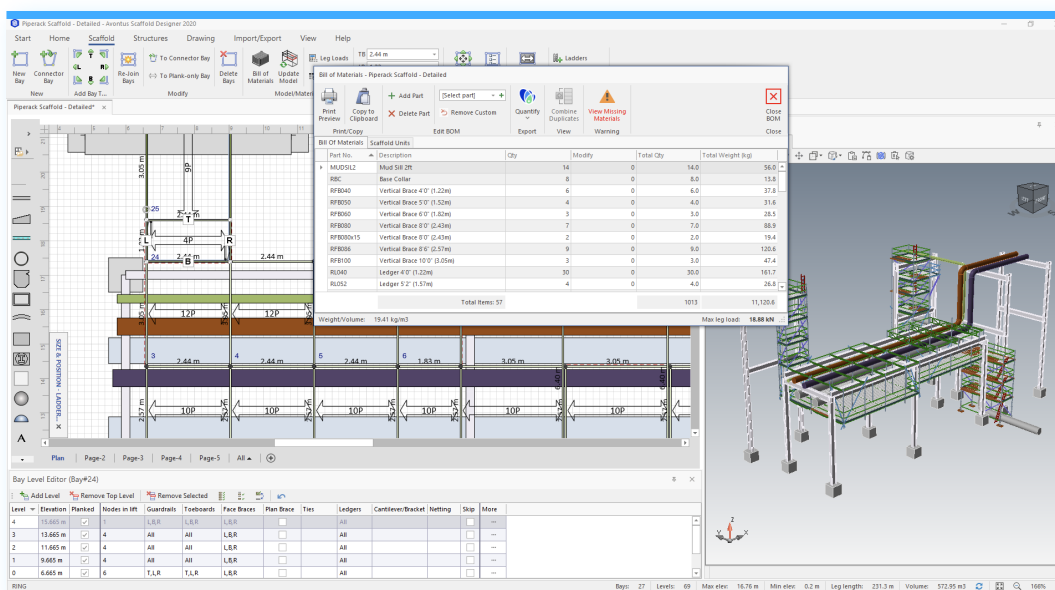
# Differentiate Your Bids to Win on Value

Bringing price and quality together, best-value bids help you guarantee project success and cement your reputation. You'll beat low-bidders and protect your profit margins, all while exceeding your client's expectations.

Next, we'll dive into the unique capabilities of Avontus Designer and how your sales team can use them to win more deals, more quickly and efficiently.

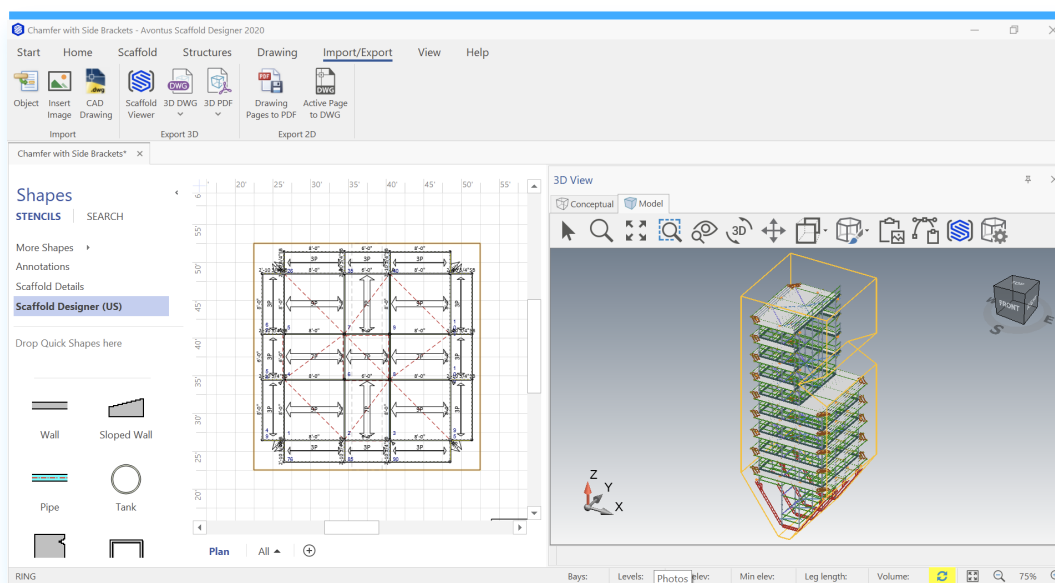
## HOW TO MODIFY COMPLEX SCAFFOLD MODELS FOR EFFECTIVE BIDDING

Built specifically for the scaffold industry, Avontus Designer gives you powerful CAD features like 3D rendering, along with prefabricated scaffolding components and even an instant, accurate bill of materials. Every day, hundreds of scaffold companies around the world use Designer to cut scaffold drawing and material counting time by up to 90 percent.



The software allows you to customize the materials database and call out key details (e.g., emergency exit routes, potential hazards, fall arrest systems, loading platforms) in your scaffolding plans. This information is essential to understand how initial bids can get closer to what ultimately happens on the job site.



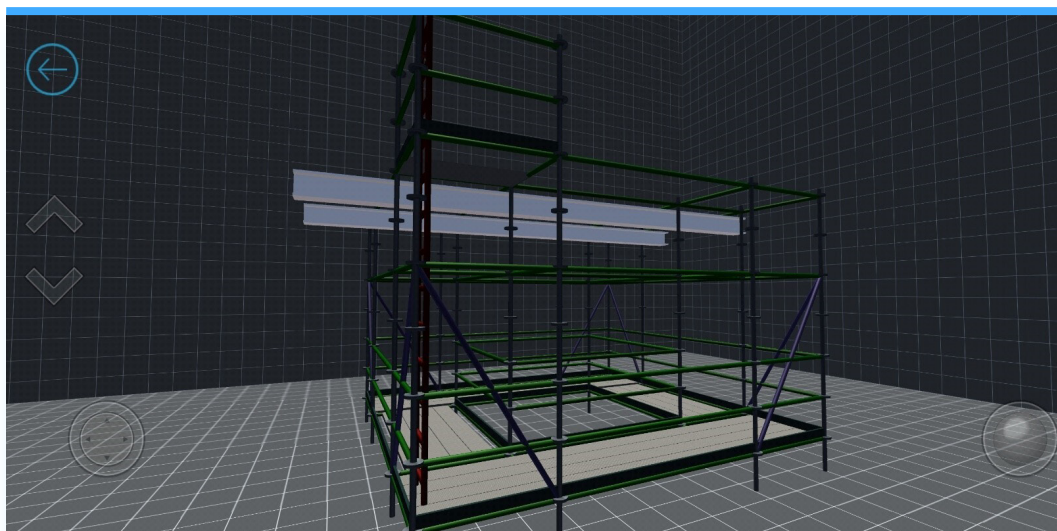


Compatible with AutoCAD or BIM packages such as Navisworks, Revit, or Tekla Structures, the software offers an intuitive interface as well as automatic and customizable scaffolding designs to help you handle complex structures at speed.

Being able to produce clear, realistic estimates quickly (yet with utmost accuracy) is a critical piece of the scaffold efficiency puzzle, enabling creation of a scaffold plan for every bid, large or small.

## HOW TO VISUALIZE YOUR SCAFFOLD MODEL AND GENERATE A BILL OF MATERIALS USING AVONTUS DESIGNER

By pairing Designer with our free AR/VR-enabled app ([Avontus Viewer®](#)), you can visualize your scaffolding models interactively. This “living model” is a single proof of concept from the first bid to the time of build, ensuring consistency with scope and pricing as the project progresses. Also, by eliminating guesswork and “field design” by crews during erection, you can reduce labor costs.



From sales presentation all the way to field execution, effective use of Avontus Designer allows bidding teams and planners to simultaneously verify the work, capture any potential changes, and create variations to deliver a successful proposal based on ever-changing customer requirements.

Using the software, you can easily create as-built drawings to identify deviations from the original plan. There’s no need to wait for hours, or even days, to record all the complications introduced during project execution. Having this data enables you to accurately measure productivity and profitability from the estimate stage through to dismantle. That way, your sales team can focus on cost-effective bidding based on efficient, profitable access solutions as proven by your project portfolio.

Not only assisting with bids, Avontus Designer also complements your marketing strategy. As clients are increasingly evaluating bid value and past accomplishments, you can impress them with a gallery of innovative designs, whether it's a 3D model or a professional 3D video walkthrough.

Bid presentations, design reviews, and client handovers also become easier and more efficient. The software offers a powerful business development tool to help you showcase your success and stand out from the crowd.

With complete transparency and precision, your customers will gain confidence even before project kickoff. By establishing your reputation through high-value and consistently successful project delivery, you also shut out competitors who only win by cutting prices.

Equip your sales and estimating teams with **Avontus Designer** today and enjoy more sustainable profit growth.

