

South deals, EW vulnerable.

South opens 1♣, West, your bid?

♠ 10863
♥ AKQ8532
♦ 98
♣ -

My advice: "7411 shaped hands, with seven cards in a major suit, bid 4-of-their-major with their first bid, unless bidding and making slam is a possibility" (Hand 32). West's hand has a strong seven card suit and potentially the slightly better shape of 7420, so do as I say and bid 4♥ now. If West, now bids 4♥, it's likely all will pass.

East (dummy) has: ♠ 742
♥ 94
♦ AJ6542
♣ AQ

North leads ♣4, you try ♣Q and ruff South's ♣K. You draw trumps and then discard ♦8 on ♣A, and all you lose is three spades for 620 points. If West bids less than 4♥ at their first turn to bid, NS are likely to bid to 5♣ which only goes one down. Next board:

West deals, all vulnerable.

West opens 2♠ (weak). North, your bid?

♠ Q
♥ K976
♦ 8
♣ AQJ7642

Do as I preach, bid 5♣ at your first turn to bid. Baffling but all Norths thought 3♣ was a good idea. North has 7411 shape, the trick taking gun shape with an excellent seven card suit, slam is unlikely and EW have the boss suit (♠), so put the pressure on, bid 5♣.

South (partner) has: ♠ 86
♥ QJ43
♦ AKJ
♣ K983

5♣ will probably make but East will surely bid 5♠ that South will double and take two down.

Summary:

If the opponents have opened the bidding, bid game with 7-4 hands at your first turn to bid. If nobody has bid and you have fewer than 12 points, open game with 7-4 hands (ideally your seven card suit will be K1095432 or better).