

# Bid Writing Training

## Win more public sector and commercial bids

Winning a bid requires a powerful combination of competitive strategy, bid process and writing skills to produce a compelling, high scoring proposal. Our course has been developed specifically for bid and proposal managers, subject matter experts (SMEs), technical writers and sales professionals, to help them produce winning bids.

### A Winning Formula

Bid teams are often made up of SMEs, technical writers and sales professionals who don't know how to write high scoring, easy-to-evaluate answers. To win, it is vital for the bid team to have a clear strategy in place so they can launch into effective action when the next bid arrives. They need a proven approach for analysing the opportunity and a practical, step-by-step guide to produce an effective selling document.

#### By the end of this training, your team will:

- Know how to create the right answer structure to analyse any question
- Be able to draft and edit, client-focused answers
- Understand the critical importance of conducting effective team reviews.

Specialist training will also improve bid team cohesion through development of a common understanding about the bid lifecycle and what it takes to craft a winning solution.

### Course Modules

The training consists of nine modules considered essential for writing a winning bid:

- 1 **Bid Lifecycle**
- 2 **Answering the Question**
- 3 **Writing the Answers**
- 4 **Proposal Structure**
- 5 **Competitive Positioning**
- 6 **Bid Preparation**
- 7 **Effective Reviews Process**
- 8 **Document Submission**
- 9 **Lessons Learned**

“I thought I knew how to write bids, but I was wrong. This course has really helped me learn the writing skills which will lead to more concise, winning answers.”

**Simon Read**, Director of Public Safety UK,

PTO ►

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### Course Module Summary

Simply pick and mix from the relevant modules to focus on your specific training and skills requirements. Training duration: 1-2 days.

Day 1 covers core modules: ① ② ③

Day 2 covers additional modules of your choice.

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#### Bid Lifecycle

**Improve bid team cohesion:**

- Achieving a common understanding about writing proposals
- Demonstrating proposals as a key part of the sales process
- Understanding the aims of this training course

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#### Answering the Questions

**Answers must be accurate:**

- A clear, structured process for analysing each question
- Creating placeholders for the required information
- Developing a strategy to gain the highest score

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#### Writing the Answers

**Consistently score highly:**

- Concise, client-focused writing
- Effective use of graphics and captions
- Ways to create answers that are easy-to-evaluate and score
- Understanding the aims of this training course

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#### Proposal Structure

**Develop executive summary:**

- Step-by-step guide to developing a powerful executive summary
- Client-focused approach to presenting your solution
- Understanding the importance of answering each question

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#### Competitive Positioning

**Develop your strategy:**

- Identifying the client's key buying criteria
- Using SWOT techniques to assess the proposal battleground
- Developing your key proposal messages to help you win

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#### Bid Preparation

**Launch into action:**

- Agreeing the proposal strategy for a specific bid
- Ensuring your filing system, checklist, evidence and graphics are ready
- Executing a proven plan when the bid arrives

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#### Effective Reviews Process

**Raise your game – team review:**

- Verifying your response is 100% compliant and has the right answer strategy
- Reviewing and scoring final drafts as if you are the client
- Eliminating last minute panic in time pressured environment

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#### Document Submission

**Ensure on time, error-free bid:**

- Using a proofreading checklist and ensuring all answers proof read
- Print production planning if a printed version is required
- Testing the submission portal, and executing an upload plan

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#### Lessons Learned

**Continuous improvement:**

- Deconstructing the bid; reusing the reviewed content
- Asking for a client debrief when you win or lose
- Capturing lessons learned and executing a remedial action plan

To discuss your unique training needs please call **0208 9732461**, or visit <http://bidsolutions.co.uk/bid-training/> for more details.