



# Writing winning bids and proposals

Writing a professional response to a bid or tender can be an overwhelming task. With so much of your effort focussed on managing the client relationship, developing your solution, and building a viable commercial model, the job of professionally articulating your value proposition is often left until the very last minute.

We understand that your business development managers, subject matter experts, and even core members of your bid team might not have the skills or training to convey your written message in a way that scores maximum points with evaluators.

Writing professional responses to bids and tenders is a critical component of winning business and is crucial to sustainable business growth.

Our bid writing course will prepare and inspire your team to produce winning bids more effectively and efficiently. We will develop your writing skills, show you how to increase individual answer scores, give you the tools to create content from scratch, and ultimately improve your win rate.

Your bid team needs a proven approach for consistently writing high-scoring answers that are easy to read and evaluate, which will give them a winning formula for writing their next bid. Our training provides step-by-step guidance to help your team:

- **Understand the importance of bid writing in the bid lifecycle**
- **Understand the importance of pre-RFP answer planning so you can quickly populate first drafts on receipt of the RFP**
- **Deconstruct complex questions and produce correctly structured, compliant answers**
- **Deliver compelling, easy-to-evaluate content, that answers questions fully and maximises your scores**
- **Take the stress and burden out of bidding by adopting efficient best practices**

Every bespoke course we deliver uses case study material extracted from your own recent bids and proposals. Our courses are fully interactive and focus on building a bridge between existing skills and knowledge gaps.

# 2 Day Course (Classroom or Online)

Our in-depth, pre-session analysis of your previous bids and creation of bespoke content and exercises will accelerate the adoption of bid writing skills into the DNA of your team.



## The Sales Cycle

Where does bid writing fit in your overall sales cycle? What is a bid versus a proposal versus a report? We provide an overview of the bid lifecycle, discuss the importance of bid writing, and outline the key bid team roles and responsibilities.



## Storyboarding

Do you have a consistent process for developing proposal content? We will show you why storyboarding is critical to good writing and how to create storyboards, including how to break down questions and scoring criteria to ensure you answer the questions fully. We will also show you how to develop and articulate the benefits and features of your solution, using case studies and evidence to generate client confidence in your ability to deliver.



## Pre-Bid Activities

What are the first steps you should take once an opportunity is identified? We show you how to conduct effective market research and make informed bid / no-bid decisions.



## Writing

Do your written proposals resonate with evaluators? We get into the detail of writing compelling bid responses, touching on how to write clearly, persuasively, and always with a client focus. We discuss how to draft and proofread content effectively.



## Win Strategy and Kick Off

Kicking the bid off effectively and ensuring everyone is aligned is key to success. You must develop a robust bid plan, schedule key activities, and proactively manage all stakeholders. We outline the DNA of a successful bid, work through strategy development and show you what good looks like. We give you the tools to assess the competitive environment and develop your proposition in readiness for a draft executive summary.



## Executive Summaries

What should and shouldn't be included in your executive summary? How long should it be? Who is the target audience? We navigate the arts and sciences of writing executive summaries and discuss why they should be totally focussed on your client, not you.



## Solution

Are your subject matter experts skilled at producing proposal content that articulates complex detail in a way that is easy to assimilate and score? We show you facilitation techniques to encourage innovation and lateral thinking. We help you develop your USPs and the positive discriminators which will be the basis of your written submission.



## Review and Submission

It's almost impossible to review your own written work. We outline approaches for effectively reviewing your bid submission. We look at review frequency, gateways, peer reviews and final quality checks. We share editing tips and production management techniques to ensure you submit your bids on time.



## Lessons Learned

Win or lose, we discuss the importance of lessons learned and the continual feedback loop. Where did you excel and where can you improve next time?

“ I most enjoyed the sheer amount of content covered. I loved the step by step approach of exactly how to go about researching, writing and executing a successful bid. The course succeeded in condensing years worth of knowledge and experience into easy-to-understand information that everyone could relate to; wherever they're at in their career. ”

Bid Manager, Construction Sector

To discuss your unique training needs please call **0208 1583952** or visit [bidsolutions.co.uk](https://bidsolutions.co.uk)