



# 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

**TESTIMONIAL:** *"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,  
Saab Defence and Security

To help embed the training and ensure the best possible return on your investment we can provide 1:1 coaching during a live deal.



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## Course Module Summary

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

**Day 1:** Covers core modules **1**, **2** and **3**. **Day 2:** Covers additional modules of your choice.

### **1 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

### **2 Answering the Question**

#### **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

### **3 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

### **4 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

### **5 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

### **6 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

### **7 Effective Reviews Process**

#### **Raise your game – team reviews:**

- 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

### **8 Document Submission**

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

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

### **9 Lessons Learned**

#### **Continuous improvement:**

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



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## Sample Overview of Course Content

**Day 1:** Covers core modules 1, 2 and 3. **Day 2:** Consists of a additional modules of your choice.

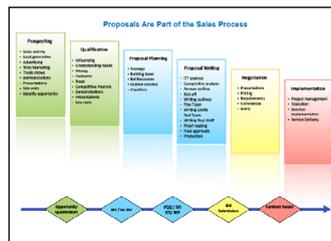
- 1 Bid Lifecycle**
- 2 Answering the Question**
- 3 Writing the Answers**
- 4 Proposal Structure**
- 5 Competitive Positioning**
- 6 Bid Preparation**
- 7 Effective Reviews Process**
- 8 Document Submission**
- 9 Lessons Learned**

1

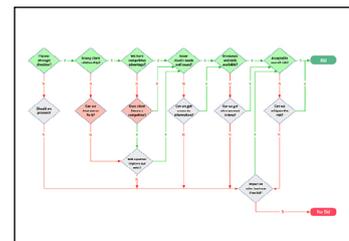
## Bid Lifecycle



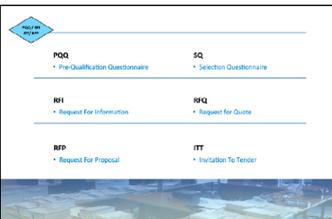
Proposals vs. technical reports



Proposals in the sales process



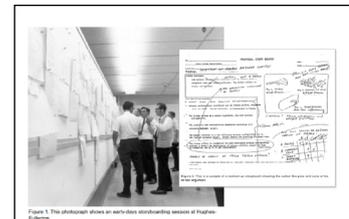
Bid / no-bid decision



Competitive tenders: PQQs/ ITTs

Level 1 Criteria - Evaluation Area	% Weighting	Level 2 Evaluation Criteria
Value and Quality of Commercial Proposal	40%	Lowest Price High Quality Price High Quality Price Operating Expenditure Contribution Transparency of Costs
Quality of Solution Proposal	45%	Minimum Phase 2 Mobile Coverage Quality of Stakeholder Relationships Quality of Spare (Phase 1) Quality of Spare Administration Support Quality of Key Personnel
Deliverability	15%	Cost Bid Implementation Timescales Risk RFP Cooperation Risk Site Operational Service Levels Risk Confidence in Site Search and Site Acquisition
Contract Compliance	PASS/FAIL	Acceptance of the terms of the draft contract

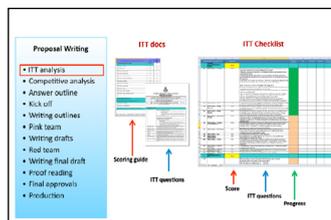
How bids are evaluated



Proposal best practice



Why proposals fail



Effective proposal process

### Improve bid team cohesion, through:

- ✓ Achieving a common understanding about writing proposals
- ✓ Demonstrating that proposals are a key part of the sales process
- ✓ Affirming the need to do this training course



# Bid Writing Training

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### Answering the Question



**Steps to Create an Answer Outline**

3 Add in sub-heading numbers, to refine the answer structure

**Subtask Summary**  
Bidders should describe the technical architecture of their Big Data analytical platform, and detail the performance parameters such as data capacity, transaction throughput and user query response times. Your response should clearly indicate all principal technologies of your proposed solution described in the technical architecture, and where and how all these key elements have been deployed.

**Steps to create an answer outline**

**Question A3 Solution Summary**  
**IT Question and Instructions**

**Solution Summary**  
Bidders should describe the technical architecture of their Big Data analytical platform, and detail the performance parameters such as data capacity, transaction throughput and user query response times. Your response should clearly indicate all principal technologies of your proposed solution described in the technical architecture, and where and how all these key elements have been deployed.

**Why Choose Us?**

**What is special about our approach in the customer's eyes?**

**SWOT Keynotes**  
**Our Strengths - Highlights**

**Our Weaknesses - Compensate**

**Answer outline template**

**Stage 2**

**1.9 Approach to Stakeholder Relationships**  
Set out how you will manage the requirements for addressing the project's stakeholder interests.

**2.1 Developing Project Stakeholder Relationships**

**2.2 Working Effectively With the Main Stakeholder Organisations**

**2.3 Stakeholder Roles**

**Answer outline exercises**

To win, you must ensure your writers answer the question, through:

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

3

### Writing the Answers



**The Inverted Pyramid**

Introduction & outline of main points

Answer in the same order as in the question

**1. Service Management Testing**  
The Solution Service Management template to demonstrate an effective range of capabilities and capabilities across the lifecycle.

**2.3 Testing Plans**  
This document will be used to:

- Manage testing and ensure compliance with the contract
- Manage the development and test process
- Manage the test plan - including process, results and plan

**Inverted Pyramid**

**Captions - Three Components**

**Let's get graphical**

**Draft first then edit**

**Out of 13 Paragraphs, the 1st word:**

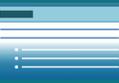
I-ME-ME 4 times  
We 3 times  
Our 4 times  
Total: 11 times

Train your bid writing team to consistently score highly for each answer, through:

- ✓ Easy-to-read customer-focused writing
- ✓ Effective use of graphics and captions
- ✓ Ways to create answers that are easy-to-evaluate and score

4

### Proposal Structure



**A Sustainable Energy Future Through Smart Metering**

Smart metering is one of the key enablers in Britain's transition towards a low carbon economy and its realisation will be achieved through an increased combination of reliable and proven technologies and services.

**The Smart Lifecycle:** enabled by smart metering

Smart metering will help to deliver cost savings, reductions in emissions, greater energy security, and more efficient energy usage.

Consumers and energy providers will benefit from the ability of smart meters to monitor and control energy consumption. Smart metering will provide both improved customer experience and improved efficiency.

In the medium term it will facilitate smart grid applications, which will enable the widespread use of these smart grids across energy and non-energy consumers.

**DECC Key Objectives we can provide a reliable, secure service with:**

- Accurate billing
- Continuity of service and service quality
- Full compliance with Smart Metering
- Accurate service (SCM)
- Scalable, cost-effective solutions
- A secure and resilient service

**Executive summary**

**Solution overview**

**Answer outlines**

**Question A3 Solution Summary**  
**IT Question and Instructions**

**Solution Summary**  
Bidders should describe the technical architecture of their Big Data analytical platform, and detail the performance parameters such as data capacity, transaction throughput and user query response times. Your response should clearly indicate all principal technologies of your proposed solution described in the technical architecture, and where and how all these key elements have been deployed.

**Why Choose Us?**

**What is special about our approach in the customer's eyes?**

**SWOT Keynotes**  
**Our Strengths - Highlights**

**Our Weaknesses - Compensate**

Develop executive summary, solution overview and results-oriented answers, through:

- ✓ Step-by-step guide to developing a powerful executive summary
- ✓ Customer-focused approach to presenting your solution
- ✓ A clear, structured process for answering each question

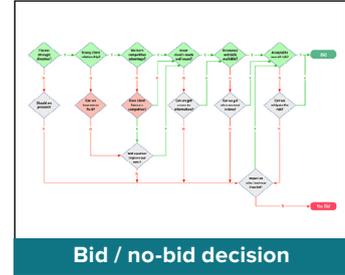
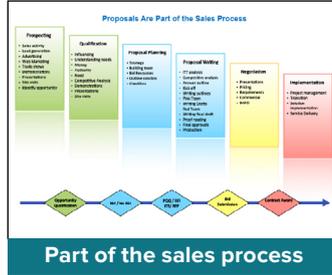
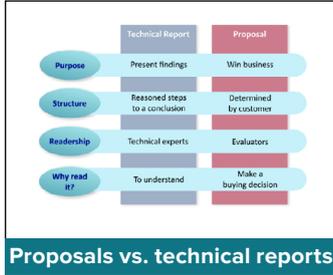


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### Competitive Positioning



**Improve bid team cohesion, through:**

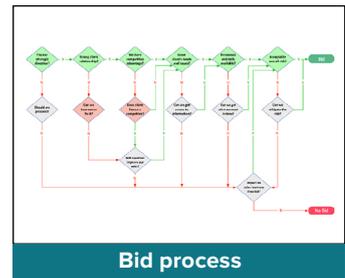
- ✓ Achieving a common understanding about writing proposals
- ✓ Demonstrating that proposals are a key part of the sales process
- ✓ Understanding the aims of this training course

6

### Bid Preparation

**Proposals strategy**

**Getting organised**



**Launch into effective action when your next bid arrives, by:**

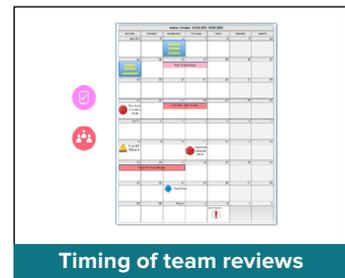
- ✓ Analysing the opportunity and producing your winning strategy
- ✓ Ensuring your filing system, checklists, evidence and graphics are ready
- ✓ Executing a proven plan when the bid arrives

7

### Effective Reviews Process

**Reviewing for compliance**

**Score your responses**



**Raise your game by implementing team reviews that will:**

- ✓ Verify your response is 100% compliant, and has the right answer strategy
- ✓ Review and score your final drafts as if you are the customer
- ✓ Eliminate last minute panic in the time pressured environment



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### Document Submission



**Should You Rely on Spellchecker?**

Eye have a spelling chequer  
It came with my pea sea  
It plainly marques four my revue  
Miss steaks eye kin knot sea.  
As soon as a mist ache is maid  
It nose bee fore two long  
And eye can put the error rite  
Its rare sea ever wrong

**Proofreading**

**Personal Document Production**

1	Technical Proposal - Error production plan	08 Jun	23 Jun	23 Jun
40	Developing your production plan	20 Jun	23 Jun	23 Jun
41	Production and proofreading for production plan	20 Jun	23 Jun	23 Jun
42	Time to proofread	20 Jun	23 Jun	23 Jun
43	Proofreading checklist	20 Jun	23 Jun	23 Jun
44	Technical Proposal Production - Make Site	20 Jun	23 Jun	23 Jun
45	Check with client's design team	20 Jun	23 Jun	23 Jun
46	Take photos of site	20 Jun	23 Jun	23 Jun
47	Take photos of site	20 Jun	23 Jun	23 Jun
48	Take photos of site	20 Jun	23 Jun	23 Jun
49	Take photos of site	20 Jun	23 Jun	23 Jun
50	Take photos of site	20 Jun	23 Jun	23 Jun
51	Take photos of site	20 Jun	23 Jun	23 Jun
52	Take photos of site	20 Jun	23 Jun	23 Jun
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99	Take photos of site	20 Jun	23 Jun	23 Jun
100	Take photos of site	20 Jun	23 Jun	23 Jun

**Printing**

**Register Here**

Enter username

Enter password

Log in

Forgot Username? / Forgot Password?

**Useful Links**

- Supplier eSourcing Registration
- Supplier eSourcing Dashboard
- Customer eSourcing Registration
- Customer eSourcing Dashboard

**Related External Links**

- Open Commercial Services Portal
- Common Help
- Supplier eSourcing Help (PDF)
- Supplier
- Supplier eSourcing

**Bid submission**

Ensure your bid is error free, and submitted on time, through:

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

9

### Lessons Learned



**Deconstruct your response**

Table with columns: ID, Title, Status, Date, etc.

**SCORE FEEDBACK**

Criteria	Weighting	Actual	Target	Score
Technical Requirements	10	10	10	10
Health & Safety	10	10	10	10
Company Profile	10	10	10	10
Company Financials	10	10	10	10
Company Personnel	10	10	10	10
Company Equipment	10	10	10	10
Company Experience	10	10	10	10
Company References	10	10	10	10
Company Compliance	10	10	10	10
Company Insurance	10	10	10	10
Company Licences	10	10	10	10
Company Certifications	10	10	10	10
Company Awards	10	10	10	10
Company Reputation	10	10	10	10
Company Sustainability	10	10	10	10
Company Innovation	10	10	10	10
Company Leadership	10	10	10	10
Company Culture	10	10	10	10
Company Values	10	10	10	10
Company Mission	10	10	10	10
Company Vision	10	10	10	10
Company Strategy	10	10	10	10
Company Objectives	10	10	10	10
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Company Risk Management	10	10	10	10
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