

# Selling to the Public Sector - Practical Tips on Bid Writing

**PROVE** that you can fulfill the requested task,  
don't just claim that you can.

- > Invest in market research
- > Use precise wording  
Positive, defined, timed and with assigned responsibility
- > Use informative titles  
Avoid just saying the obvious
- > Action Captions  
Enable the evaluator to quickly grasp the benefit or your bid
- > Customer Focus  
Always open with the client name instead of yourself, keep the text customer- focused, name the client more than yourself
- > Use graphics as well as prose  
High level evaluators skim proposals – they should be able to see why you should be selected without reading the body text; good graphics have one key point  
REMEMBER: even when competitors offer the same solution, the one presented graphically is perceived as superior
- > Focus on what you will do, to meet your client's needs.
- > Understanding should be demonstrated and not just claimed
- > The customer doesn't want you to try, they want you to deliver.
- > **Prove** that you are the right choice, uniquely qualified, best ever
- > Unprovable statements are wasting the evaluator's attention
- > Begin with the most important point to the reader
- > Avoid unnecessary or long setups
- > Focus on a logical and comprehensible structure of the offer  
(provided that the contracting did not ask you to respect a given structure.)
- > Begin with table of contents. If necessary use binders.

## Final Check and Sending

- Is the tender complete and fully compliant?
- Is the bid duly signed (in all the required places)?
- Have you checked your offer for the accuracy of calculations and factual information?
- Have you added all enclosures?
- Have you created a copy of the whole offer for your own records?
- Have you dispatched the offer and complied precisely with the guidelines mentioned in the tender documents (label and mark it as an offer to a tender), pay special attention to use the correct address?

## Debrief

- > Have external debrief by telephone or preferably meet.
- > Check the procurement legislation with regard to your right of information.
- > Is it still possible to appeal against the decision?
- > They are probably right and you cannot change their decision
- > Always try and change the future
- > Think of smart questions
- > Apply and share your learning – don't make the same mistake twice

## Feedback to staff/Lessons learnt

- > Set up "Lesson Learned"
- > No blame assigned
- > Open discussion
- > Do you agree with the buyer?
- > How will you apply your experience to future tenders?