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?