

## Advanced Tender Writing Techniques – Two Day Programme

### Introduction

The public procurement market is worth \$13 trillion dollars across a variety of countries and bid sizes ranging from as little as \$75,000 which makes it an ideal expansion strategy for smaller companies. But how easy is it to win these contracts?

Quite difficult!

There are two factors: The actual bid writing is, in concept, actually very straightforward. Whether writing for the public sector or a commercial business opportunity, the process starts from the same point.

The challenge is that whilst it is conceptually very simple, bid and tender writing is a craft or skill, similar to playing sport. It takes practice to become proficient and you quickly lose your ability if you do not practice it regularly.

Added into the mix is that public sector tendering is one of the most competitive activities with low conversion rates of success to submission if the tender/bid writers do not have the right skills. It is also very time consuming and therefore unproductive if conversion rates are low.

This course examines and provides practice in advanced tender writing techniques such as good Executive Summaries, ghosting, subliminal messaging and much more.

### Objectives:

The objectives of this two day course are to embed the principles of advanced tender writing techniques and to provide practice and understanding of the following important areas:

- Evaluating the client's requirements – reading between the lines
- Understand the importance of market intelligence – know your enemy!
- Understanding the concept of capture planning
- Planning the strategic winning tender solution and response
- Using the scoring criteria to minimise risk of failure
- Master using case studies
- Mastering writing style techniques
- Apply a range of advanced writing techniques
- Identifying and dealing with irrelevance
- Understand why Executive Summaries are important
- Practice and apply structure, layout and graphics

### How Companies Benefit:

Tendering can be an expensive way of business expansion and the failure rate is quite high if the bid writers are not effective. It is also enormously competitive following the more general use of electronic platforms making bid submissions much easier.

This course will give participants an edge by learning advanced techniques in bid writing and the company will:

- Gain more business by raising the bid success ratio
- Improve bid writing productivity allowing more bids to be written in a shorter time
- Improve the range of bids that can be submitted thereby increasing sales volume and productivity

## Training Methodology:

The training methodology is highly interactive and participative with business case studies, practical bid writing, presentations and discussion groups, analysing and discussing real life bid dilemmas.

## Personal Impact:

This course provides planning employees with numerous practical activities for developing and strengthening their knowledge and understanding of the benefits of advanced bid writing and being able to deal effectively with others. Each element can be used individually, in pairs and groups to work on different aspects of communication in order to drive improvements for the organisation. All the activities are highly participative and use experiential learning techniques.

- Individuals gain a valuable transferrable skill
- Writing skills are enhanced through practice
- Leadership skills are enhanced through the bid leading process
- Teamwork is enhanced through co-operation and co-ordination of skills

## Competencies Emphasized

In this course participants will develop the following competencies:

- Be able to assess a bid and whether it is suitable for the organisation
- Develop the skills to carry out market intelligence
- To understand the importance of and effectively communicate during the bid process
- To understand and apply advanced bid writing techniques
- Develop the skills to meet bid deadlines and co-ordinate projects
- Develop the skills to evaluate case studies and how to use them to greater effect
- Manage the Executive Summary
- Manage the first touch-point with the prospective client – look and feel of the tender document

## Who Should Attend?

- Bid writing teams in companies
- Individuals wishing to learn more about advanced bid writing techniques

## Programme:

### Day One

- Client requirements (the RFT) and how to interpret them
- Capture planning and market intelligence:

- Customer Intelligence, Competitor Intelligence, Market Intelligence, Internal Intelligence
- Bid solution planning
- Using Case Studies
- Writing styles – positive, spelling, grammar, punctuation and proofreading

### Day Two

- Advances techniques
  - Ghosting
  - Subliminal messaging
  - Irrelevance
  - Word Blindness
  - Mirroring
- The Fault Finder
- Executive Summaries
- Layout techniques
- Using Graphics
- Review

### Group Size:

This course is designed to accommodate between 16 and 20 delegates in order to get good group work participation, interesting and varied discussions and ensure that all delegates benefit from the course.

### Language:

The course is delivered in English by a native English speaking instructor whose mother tongue is English

### Client Evaluation:

Our training programmes are constantly evaluated over a range of criteria according to a scale ranging from below standard to excellent. We have achieved scores of 4.25 and 4.42 out of a maximum of 5 for our program topics and trainers over 516 employee evaluations.

### Trainer's CV:

## Biography - May Surgeoner

**M.A. Marketing, Dip. Marketing, Dip. E-Learning Mgmt, MCIM**

May is a specialist in workplace communications and work practices, with a focus on the vital relationship between emotional intelligence and communications.

Her qualifications include a Master's Degree in Marketing, a Diploma from the Institute of Marketing, a Diploma in Export Marketing, a Post Graduate Diploma in E-learning Management and a Certificate in Body Language.



During her career May has held Director level positions with the UK's largest education provider (learndirect) over a period of 9 years. These positions enabled her to gain valuable experience of the education sector.

In her position as Operations Director for Individuals for learndirect, she was responsible for the delivery of employability and basic skills qualifications throughout the UK through a 700 strong supply chain and a contract delivery target value in the region of £75m – and with a direct accountable budget of £25m. Aligned with this delivery was planning, commissioning, managing and motivating supply chains to deliver to target. In the last year her role at Ufi was Head of Government Accounts which included bidding for Government Funded Tenders in the Skills and Welfare Sectors. This bidding has given her a detailed insight into advanced bidding techniques for Government and other contracts.

A specific area of expertise is developing a supply chain for delivering e-learning. She was responsible for the supply chain modelling of Ufi's expansion into 37 prisons of all categories across the UK as well as integrating e-learning into client training programmes and other client journeys such as welfare to work. Public Service Review published an article written by May which asks whether e-learning in prisons can play a significant role in re-building the lives of offenders

Her career has spanned extensive working in the public sector in leading and developing customer facing services ranging from health to Local Authority Walk in Centres. This work included customer satisfaction policies and strategies. She worked in the NHS, Local Government and for a variety of commercial organisations. In South Africa she was responsible for the services of SAFTO (South African Foreign Trade Organisation) across the Western Cape and Namibia. Additionally May has experience of working in a marketing environment supporting high value brands to develop their profiles through exhibitions, video and large event organisation.

May has now transferred her experience and expertise into training and over the last five years has built up experience of delivering training internationally in communications, tendering and bidding, event organisation and other soft skills to executives at all levels in multi-billion dollar organisations.