

Top 10 Tips – for Writing Successful Bids

Supplied by: Bid & Tender Support Ltd



Top 10 Tips for.....Writing Successful Bids

By following some basic writing tips, teams can maximise their quality scores and ensure the knowledge held by the business ends up reaching the bid document.

1. Read the instructions before starting, check for response requirements i.e. hardcopy or upload.
2. Spend time planning the bid process including deadlines and tasks for completion.
3. Ensure the client requirements are fully understood
4. Identify clearly how your solution fits those needs
5. Check the deadline for submitting clarifications as this can be a couple of weeks before the end deadline.
6. Clear structure and signposting for key points and marks – start with headings and sub-headings based around the evaluation criteria to ensure your bid is relevant and will score highly
7. Understand your audience – know your client, understand their current service delivery, where is the pain for them and then build your solution around that pain.
8. Assess the overall document for how well it reads, how easy it is to score against the criteria and if the information presented is easy to digest after the first read through.
9. Spend time checking the submission is compliant – at PQQ stage marks are there to be lost rather than won. By not spending time checking the compliance of your bid ‘Pass/Fail’ answers can end your bid process before your solution has even had a chance to be appreciated.
10. Allow time in the bid process for thorough checking and assessment prior to submission for grammatical errors and omissions.

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