Funded by UK Government

Business Lincolnshire
The place to go for business growth

FACT SHEET

A Guide to Writing a Successful Bid

1. Strategic Bid Planning

- **Evaluate:** Assess if you can realistically win and fulfil the contract.
- **Resources:** Calculate available resources and timeline over the lifetime of the contract.
- **Competitive Advantage:** Identify how your organisation stands out.
- **Requirements:** Ensure you meet all minimum requirements.

2. Research the Buying Organisation

- **Objectives:** Study the organisation's goals and priorities.
- **Tailor Responses:** Avoid generic answers; customise your bid.
- **Engagement:** Attend pre-tender market engagement sessions.

3. Write Convincing Bid Responses

- **Understand Questions:** Clarify any uncertainties.
- **Requirements:** Address all requirements and demonstrate extra benefits.
- **Evidence:** Provide relevant and recent evidence.
- **Specificity:** Avoid generic statements; focus on measurable outcomes.

4. Bid Presentation

- **Clear Language:** Use plain language and avoid jargon.
- **Concise:** Keep sentences and paragraphs short.
- **Formatting:** Use headings, subheadings, bullet points, and lists.

5. Quality Assurance

- **Review:** Have a colleague independently review your bid.
- **Alignment:** Ensure responses align with tender requirements.
- **Accuracy:** Check technical accuracy and compliance.

6. Learn from Bid Outcomes

- **Feedback:** Request detailed feedback if unsuccessful.
- **Research:** Analyse successful bids and scoring breakdowns.
- **Improvement:** Document key areas for improvement.

Top Tips for Writing Successful Tenders

- **Research:** Align your bid with the buyer's priorities.
- **Specificity:** Use relevant examples and data.
- **Added Value:** Demonstrate unique benefits.
- **Deadlines:** Plan backwards from submission date.
- **Clear Language:** Write concisely.
- **Structure:** Use headings, subheadings, and bullet points.

Common Mistakes to Avoid

- **Generic Responses:** Avoid using previous bids.
- **Preparation Time:** Start early and plan thoroughly.
- **Jargon:** Use clear language.
- **Word Counts:** Adhere to formatting requirements.
- **Mandatory Requirements:** Include all necessary documents.
- **Value Demonstration:** Show specific value for the buyer.

Submission Checklist

- [ ] **Read the Tender Document:** Ensure you understand all requirements.
- [ ] **Eligibility:** Confirm you meet all eligibility criteria.
- [ ] **Clarifications:** Seek clarifications for any uncertainties.
- [ ] **Tailored Responses:** Customise your bid to the buyer's needs.
- [ ] **Evidence:** Include relevant and recent evidence.
- [ ] **Formatting:** Follow specified formatting guidelines.
- [ ] **Proofread:** Check for errors and ensure clarity.
- [ ] **Compliance:** Ensure all mandatory documents are included.
- [ ] **Submission Deadline:** Submit before the deadline.

Need more support?

Get in touch!

For more information visit **www.businesslincolnshire.com** where you can request support from one of our advisers by filling in the online contact form.

businesslincolnshire@lincolnshire.gov.uk @businesslincolnshire

@businesslincolnshire @businesslincolnshire @businesslincs