

Tender Tip

The 5 Step Process for Standard Bids

For many standard tenders and grant submissions, and this includes responses to government or commercial entities, following Bid Write's **five step process** below makes the whole bid response task far less daunting. The process breaks the bid response project into manageable and meaningful chunks of work. Timings and milestones can also be set with each step to ensure your bid is not rushed, you are less stressed and your bid is submitted with plenty of time to spare.

Bid Write can help with as many of these tasks as you require to ensure your bid has the best chance of success. The key is to invest tendering effort wisely to ensure maximum impact and probability of success. Of course, this process is also premised on the basis that you have undertaken an analysis of your industry, your competitors and this bid to ensure you have a competitive strategy for winning the tender (which is a topic for a separate tender tip)...

Step	Task	What to do
1	Determine what you need (initial structure and response outline)	<ul style="list-style-type: none"> + Prepare an initial document structure, outline and template based strictly on the Request for Tender (RFT) document. This includes taking the response part of the RFT and "top and tailing" it with a cover page and letter at the front and appendices at the back. + Decide exactly what you need to provide and where the information will come from. Bid Write's templates, guidelines and samples may help depending on the type of information required. + If you need prices from vendors, commence this now. + Commence graphic design artwork (e.g. for a well presented front cover and internal tabs) if required.
2	Determine what you already have (check your winning strategy and prepare a first draft)	<ul style="list-style-type: none"> + Confirm your competitive strategy for winning the tender (understand industry /competitor analysis and key client needs). + Populate your tender template with this winning strategy where appropriate and with as much relevant information as you can from your previous bids, company profiles, presentations and other information that you identified from Step 1.
3	Fill the gaps (write the rest)	<ul style="list-style-type: none"> + Identify any gaps in information from Steps 1 and 2 required to complete the response, and set targets for completing the information. Complete major writing for all responses. + Finalise the price information.
4	Polish the response (persuade the reader to select you)	<ul style="list-style-type: none"> + Use persuasive techniques to polish the response by ensuring all information is clear and well structured, language is simple, grammar is correct, graphics and tables (with action captions) are used where appropriate, and key messages are articulated well.
5	Proof, Print, Compile & Submit (final proof and compliance check)	<ul style="list-style-type: none"> + Undertake a final proof read and compliance check to make sure all the right boxes have been ticked/completed, all questions have been answered, and all tender instructions have been followed. There is often a checklist provided with the RFT - use it. + Print, compile and bind the required number of hard/soft copies. + Submit the application well ahead of time to the right address.