

FOUR SIMPLE STEPS TO REDUCE THE STRESS OF BIDDING

WRITING BIDS

A bit like a pressure cooker, tension builds towards the end of a bid and if you're not careful the whole thing can blow up in your face.

But if this isn't how you want to work then it's time for change



1 DO THIS NOW!

- Assemble stories & examples of all the things you do well that your clients want to hear about
- Check your industry compliance requirements - get approved, accredited and recognized
- Replace old CVs to showcase the skills and successes that interest your client

2 DO THIS NEXT!

- Research your clients to discover their challenges and who you want to work with - check if you can help them
- Develop your work winning plan - list the release dates of every bid that interests you and rank them in order of preference
- Identify the resources and budget - build this into your people's schedule so there are no surprises!

WRITING BIDS

3

DO THIS WHEN BIDDING!

- Don't delay – tell your team the moment the bid lands and carefully read the instructions to avoid mistakes
- Run workshops and use your research to devise your bid strategy and answer plans - tell everyone in your team!
- Produce your Bid Management Plan – list tasks and monitor timings for writing, desktop publishing, checking, final tweaks, printing and delivery

4

DO THIS OFTEN!

- Critically review your bids - learn what worked well and what didn't
- Adjust plans, resources, timings and anything else to make future submissions better and less stressful!
- Keep up to date with your clients and make sure your solutions adapt to meet their changing needs

Keep evolving and developing your approach to meet new challenges, provide better solutions and tell a new audience what's in it for them to use you.