

# Selling to the Public Sector - Practical Tips on Bid Writing

**PROVE, don't just claim,  
THAT YOU CAN** fulfill the task

## > Focus on the Customer

Always open with the client name instead of yourself, keep the text customer-focused, name the client more than yourself

## > Focus on what you will do, to meet your client's needs

Understanding should be demonstrated and not just claimed  
Invest in market research

## > Focus on a logical and comprehensible structure of the offer

Begin with table of contents. If necessary use binders.  
Begin with the most important point to the reader  
Avoid unnecessary or long setups

## > Use informative titles

Avoid just saying the obvious

## > Use action captions

Enable the evaluator to quickly grasp the benefit or your bid

## > Use graphics as well as prose

High level evaluators skim proposals –you should be selected without reading the body text; graphical presentation is perceived as superior

## > Use precise wording

Positive, defined, timed and with assigned responsibility  
Unprovable statements are wasting the evaluator's attention

## > Prove that you are the right choice, uniquely qualified, best ever

The customer doesn't want you to try, they want you to deliver

## Final Check and Sending

- Is the tender complete and fully compliant?
- Is the bid duly signed (in all the required places)?
- Have you checked your offer for the accuracy of calculations and factual information?
- Have you added all enclosures?
- Have you created a copy of the whole offer for your own records?
- Have you dispatched the offer and complied precisely with the guidelines mentioned in the tender documents (label and mark it as an offer to a tender)?  
pay special attention to use the correct address

## Debrief

- > Have external debrief by telephone or preferably meet
- > Check the procurement legislation with regard to your right of information
- > Is it still possible to appeal against the decision?
- > They are probably right and you cannot change their decision
- > Always try and change the future
- > Think of smart questions
- > Apply and share your learning – don't make the same mistake twice

## Feedback to staff/Lessons learnt

- > Set up "Lesson Learned"
- > No blame assigned
- > Open discussion
- > Do you agree with the buyer?
- > How will you apply your experience to future tenders?