



How to Write a Winning Commercial Bid

Lahara Bid Writing Training – Course Overview

2 Days: 6 Modules

Writing a commercial bid requires a powerful combination of competitive strategy, bid process and writing skills to produce a compelling proposal.

Lahara's Bid Writing Training will take your bid manager and writing team through all the steps necessary to produce a winning bid. The course can be tailored to suit their needs and skills.

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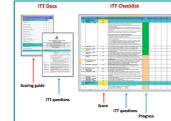
Bid Preparation



Developing Your Proposal Strategy



Getting Organised



When the Bid Arrives

Launch into effective action when your next bid arrives by:

- ✓ Analysing the opportunity and producing your winning strategy
- ✓ Ensuring your filing system, checklist, evidence and graphics are ready
- ✓ Executing a proven plan when the bid arrives

2



Answering the Question



Steps to Create an Answer Outline



Answer Outline Template



Answer Outline Exercises

To win, you must ensure your writers answer the question, through:

- ✓ A clear, structured process for analysing each question
- ✓ Creating placeholders for the required information
- ✓ Developing a strategy to gain the highest score

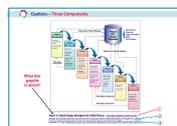
3



Writing the Answers



The Inverted Pyramid



Lets' Get Graphical



Draft First Then Edit

Train your bid writing team to write consistently high quality responses, through:

- ✓ Easy-to-read, customer-focused writing
- ✓ Effective use of graphics and captions
- ✓ Ways to create answers that are easy to evaluate and score

Most useful part of the training was learning techniques and processes to follow with checklists. Great course from a very knowledgeable professional!





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An Effective Reviews Process



Reviewing for Compliance



Score Your Responses



Timing of Team Reviews

Raise your game by implementing team reviews that will:

- ✓ Verify your response is 100% compliant and has the right answer strategy
- ✓ Review and score your final drafts as if you are the customer
- ✓ Eliminate last minute panic in the time-pressured environment

5



Proofreading, Printing, Bid Submission



Proofreading



Printing



Bid Submission

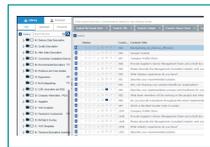
Ensure your bid is error free, and submitted on time, through:

- ✓ Using a proofreading checklist and ensuring all answers proofread
- ✓ Print production planning, if a printed version is required
- ✓ Testing the submission portal, and executing an upload plan

6



After Bid Submission



Deconstruct Your Response



Always Conduct a Debrief



Action Lessons Learned

Continually improve the efficiency and effectiveness of your bidding process by:

- ✓ Deconstructing the submitted bid and re-using the reviewed content
- ✓ Always asking for client debrief when you lose, and when you win
- ✓ Capturing good and bad lessons learned, and executing a remedial action plan