



Tips for successful tendering:

- Evaluators of bids have to read several submissions so always keep to word/character counts if specified. If they are not specified, then stick to the rule that less is always more.
- Where asked a question – answer it specifically and directly. Provide only the information requested and avoid digressing. The evaluator only has a certain number of marks to award for the question (usually out of 10), and there are no additional marks for giving irrelevant information that has not been requested (however convincing you think it might be).
- Don't include generic marketing literature or general text copy/pasted from your website unless you are asked for it specifically. You need to make sure you tailor everything to the specific customer and the goods/works/services that you are bidding for.
- Avoid using technical or industry jargon unless a glossary is provided – use simple language that anyone can understand. Ask someone you trust, who doesn't know your business sector well, to review your submission to ensure it is easily understandable. Write your response as if you were answering the question verbally and avoid the temptation to throw in long words, technical terms and “marketing speak.”
- Break down the question or topic and ensure you answer every part of it.
- Create impact by using case studies, examples, testimonials, evidence, and facts and figures to demonstrate any statements you make.
- If asked for a case study, try using the following four headings:
 - Background
 - Challenges
 - Actions, i.e., what you did
 - Outcomes

Make it very specific, add facts and figures, and make it relevant to the question being asked.

- Collect testimonials if required. Ensure they are not generic but that they back up the content of your case study, or your response to the question, to add further impact.



- When proofreading the final document ask yourself the following questions:
 - Have I answered every part of the question that was asked?
 - Is there information in my answer that is not relevant to the question? (if yes, then remove it!)
 - Have I included evidence and facts and figures to make this more compelling?
 - Have I included relevant examples, case studies or testimonials to make my answer more impactful?
 - Have I proofread the submission thoroughly?

- Don't underestimate how much time you will need to do this well. A winning tender may require you to liaise with multiple departments and individuals throughout your business to gather the necessary information and is likely to take several days to write.