



# 'WINNER TAKES ALL'

## the 1-day bid writing workshop

Attending this workshop, you will learn how to:

(max. 12 attendees)

- ✓ Grab the buyers' attention and hold it
- ✓ Personalise your bids to each buyer, so they recognise their agenda in your response
- ✓ Answer each question fully and with evidence
- ✓ Make it easy and enjoyable for the client to score your answers highly
- ✓ Structure the bid document and each answer for maximum clarity and impact
- ✓ Nail your value proposition in one 'killer' page or slide
- ✓ Produce better first drafts faster

**Welcome**  
09.00 - 09.30

- 'What would make today a success for you?'
- The top five bid writing mistakes

**Planning to succeed**  
09.30 - 11.00

- The 3-step writing process
- Planning: why bother?
- **Exercise: how to plan your answers**
- The power of structure, at macro-and micro-levels
- The five typical buyer roles & how to write for them
- The five elements of planning a bid response

**Coffee Break**  
11.00 - 11.15



**Personalising your response**  
11.15 - 12.30

- **Exercise:** grab the reader's attention
- **Exercise:** turn features into benefits
- Vary your register and tone of voice
- Dramatise, invigorate and personalise your bid
- **Quick Quiz:** how to write concisely

**Lunch Break**  
12.30 - 13.15



**Exercise: writing plain English**  
13.15 - 14.00

- In pairs, delegates 'translate' a paragraph of jargon-filled bid text into plain English
- Group debrief

**Polishing & designing your bid**  
14.00 - 14.30

- Editing, checking & proof-reading your writing
- Scoring your readability (and other people's)
- Information design: an alternative to bullet points

**Long writing exercise**  
14.30 - 16.45

- Delegates work on a technical answer or executive summary (and take coffee when they want)
- Buddy review/trainer feedback

**Learning round-up**  
16.45 - 17.15

- What you've learnt, what you'll do differently
- 7 rules for success
- Workshop evaluation & close