

The Winner Takes All™ workshop: 15 writing techniques for winning bids

Bid win-rates don't lie. If you're responsible for your firm's BD and you're losing too many bids, chances are you (and your team) are feeling the pressure. There are many causes of a low bid win-rate, but poorly written responses are a big one.

Enter *Winner Takes All*™, my 1-day bid writing workshop (and the title of my first book).

Based on 30 years in bids, tenders, pitches and proposals — including helping Ernst & Young (now EY) double its win-rate — *Winner Takes All*™ will give you and your BD team a toolkit of 15 powerful sales writing techniques (five planning, five drafting, five editing). The workshop addresses — among others — three classic bid writing mistakes: 'we'-ing all over the reader; burying the answer in your response; failing to convert provider features into client benefits.

BD or bid writing teams attending this workshop learn how to:

- ✓ produce world-class bids — clear, concise and compelling
- ✓ answer each question fully and with evidence (vital in public sector RFPs)
- ✓ personalise their bid to each buyer (ie buyer-centric)
- ✓ structure the whole response and individual answers for maximum clarity and impact
- ✓ make it easy (and even enjoyable!) for the client to evaluate the response and score it highly

The Winner Takes All™ one-day workshop:

Welcome 09.00 – 09.15	Opening discussion: 'What goes wrong with most bids?' 'What would make today a resounding success for you?'
Planning your bid: S.T.O.R.M. 09.15 – 10.45	<ul style="list-style-type: none">▪ The 3-step writing process and why it's abused▪ 3 benefits of planning your bid▪ Exercise: how to plan your bid▪ Summary of the five planning techniques (S.T.O.R.M.)
Coffee break 10.45 – 11.00	
Drafting your bid: S.C.O.T.T. 11.00 – 12.30	<ul style="list-style-type: none">▪ Exercise: how to craft powerful headlines (slides / text)▪ How to turn product features into client benefits▪ Exercise: how to write a concise response▪ How to write in the active voice▪ Exercise: writing plain English▪ Summary of the five drafting techniques (S.C.O.T.T.)
Lunch 12.30 – 13.15	
Editing your bid: S.T.R.A.P. 13.15 – 14.00	<ul style="list-style-type: none">▪ How to score your bid's readability▪ How to assess your bid's tone of voice▪ Summary of the five editing techniques (S.T.R.A.P.)
Long writing exercise (coffee available throughout) 14.00 – 16.30	<ul style="list-style-type: none">▪ Delegates apply the techniques to their own bid, with my support and advice where necessary▪ Feedback from me on each delegate's bid writing sample
Learning round-up 16.30 – 17.15	<ul style="list-style-type: none">▪ 'What have you learnt? What will you do differently?'▪ Workshop evaluation & close

‘What have previous clients said about the workshop?’

“Scott knows more about bids and tenders than anyone I’ve ever met.”

Mike Williams, Head of Global Sales, Schlumberger

“Brilliant, informative course. Great trainer who knows his stuff! Would highly recommend this. Great day!”

Steven Turner, Informa plc

“Very inspiring/charismatic presentation. Level of interaction just right. Practical, useful content. A great workshop!”

Kayleigh Sanders, Allen & Overy

“Opened my eyes!”

Mark McHugh, Gensler

“Excellent workshop. Full of useful insights, tips and techniques we can apply immediately. Thanks again!”

Richard Sullivan, Group Marketing Director, Inspired plc

“Best training workshop I’ve been on. Thanks, Scott.”

Matt Robinson, Hawkins\Brown

“Finally, a workshop that benefits my everyday bid writing role. Fantastic! Thank you.”

Paul Cox, Webhelp

‘What do the in-person workshop and virtual sessions cost and what do we get for that?’

1-day, in-house workshop, max.10 people: £5,500 + VAT (£4,950 + VAT with discount).

3 x 90-minute virtual sessions, max.15 people (no feedback on delegates’ writing): £3,750 + VAT (£3,375 + VAT w/discount).

Payment terms are half the fee payable in advance, with the balance due after delivery. Clients that choose to pay the fee in full in advance get a 10% discount (figures in brackets above).

90 days after the workshop, I run a 1-hour follow-up ‘clinic’ (on zoom), to see how well the techniques are being applied.

Let’s chat

Book a call with me to find out more about the workshop:

<https://calendly.com/scottkeyser91/winnertakesallcall>

About Scott Keyser

Twice-published writer, writing skills trainer and bid consultant who helps BD teams find their voice, write Human and win more work.

- Helped an international consultancy raise its tender win-rate from 14% to 71% (after working with the board for only two days!)
- Trained staff of *The Economist* and three ‘magic circle’ law firms in writing skills for a decade
- Published two books: *winner takes all* on how to double your tender win-rate, and *rhetorica*® on persuasive writing
- Other bid services include live bid support, bid audits, bidding process optimisation, oral presentation coaching