

Two days that  
will change the  
way you think  
about writing  
bids... forever.

## The Bid Skills Course

# Two days that will change the way you THINK and give you an insight into successful bidding

**The Bid Perfect Bid Skills course** is an open course which provides the right platform for understanding exactly what makes a winning bid.

The course is easy to understand and it contains recommended processes that can be easily and quickly adopted. The content is a blend of commonly acknowledged best practices, which are used by professional bid teams around the world, and unique tools which have been developed by Bid Perfect.

The full description of the content over both days of the course can be found in the following pages.

## What are the outcomes you can expect from attending the course?

- ✓ A complete understanding of why evaluators will choose your bid over those of your competitors
- ✓ Know how to effectively structure your answers so they are powerful and compelling arguments in your favour
- ✓ Know how to apply easy to use tools that will make the development of your win strategy more efficient and clear
- ✓ Be able to quickly assess a piece of text for strength and weaknesses and be able to fix poor response material
- ✓ Understand what the value of your organisation is and how to express it in a memorable way
- ✓ Understand how to differentiate your organisation
- ✓ Achieve a higher win rate which means increased revenues and higher profitability

## Who should attend this course?

- Bid Writers, Bid Managers, Bid Directors and Bid Administrators
- Sales People, Sales Managers and Sales Directors and other business development personnel
- Subject Matter Experts who are required to contribute to bids and all other bid stakeholders who will be involved in the bidding process

“A fantastic course! I really enjoyed the training. It was delivered at the right pace and I learned a huge amount.”

Graeme Walker  
Business Development  
Director at Compass  
Group UK & Ireland Ltd

“This is not just a ‘course’. This is a blueprint for success. You leave the room feeling ready to take on the world.”

Melanie Smart, Managing  
Director at Adurasys Ltd



# The Bid Skills Course

## Day One

**The first day** will result in the delegates' understanding why certain bids win and others fail. Using a range of media and utilising a highly interactive presentation style, the Bid Perfect Trainer will establish the current mindset of the delegates and then re-shape it to form an essential understanding of how to achieve consistently successful bids.

This will be attained by the completion of a series of powerful and challenging exercises as well as providing the participants with tools they can use in the day to day management and production of winning bids.

The principal modules are as follows:

### The Golden Rules

The presentation of a series of Golden Rules, each of which flows out from the course content. These rules neatly encapsulate each of the modules we work on and are instantly memorable. This helps to ensure the rationale of the course is retained.

### The Bid/No Bid Process

Here we take a look at why this is a critical element of any approach to bidding and why careful selection of bids will drive higher win rates and increased revenues.

### The Emotional and Rational Common Buying Motives, plus the Non-Buying Motives

Why do bid evaluators make the decisions that they do? What parts do emotion and logic play and how should our bid cater for this thinking? We discuss the Rational and Emotional Common Buying Motives that lay behind positive decisions. Alongside this, we present the Non-Buying Motives; an examination of why bids fail and how these drivers for failure must be eliminated from the bid.

### Empathy

This section is based upon a bid for the Olympic Games and we explain the background to the bid and how it was failing to achieve the objective – to secure the Games for the bidding city. We discuss how the bid was turned around, which is illustrated through showing a film that was made by the Olympic Delivery Committee to help win the bid. This is often a pivotal point in the training course and leads the thinking of delegates into new areas.

“This course re-awakened my professional enthusiasm!”

Alan Wright  
Head of Proposals at  
Chartered Management  
Institute

“We all left feeling energised and enthused, and with a revised style of writing.

Julia Baron  
at Shropshire RCC

## The Bid Value Matrix<sup>©</sup>

The Bid Value Matrix (BVM) underpins the Bid Perfect approach to successful bidding, succinctly capturing all the elements of a winning bid. By explaining to the delegates how the BVM works, we are able to convey the components of success quickly and memorably.

## Answer Analytics

This exercise lasts around 45 minutes and requires the delegates to use the knowledge they have acquired to assess a series of tender answers. Their views are then compared with those of a professional evaluator.

## Full list of Day One subject matter:

1. Credentials introduction
2. Workshop objectives
3. What is a winning bid?
4. The first of the Golden Rules
5. The purpose of a bid
6. What increases or decreases your chances of winning?
7. Bid/No Bid Planning
8. The WHY question
9. Emotional and Rational Common Buying Motives
10. Win Themes
11. Non-Buying Motives
12. Empathising (supported by video)
13. The Bid Value Matrix<sup>©</sup>
14. Objectives/Needs
15. The Value of Research
16. Showing Competence
17. Selling Points and Innovation
18. Primary and Linked Benefits
19. USPs and Competitive Advantages
20. Presenting Evidence
21. Answer Analytics

“Bid Perfect's training approach is peerless. We are winning tenders because we use their techniques.”

Craig Brown  
Director of Print Sales at  
Office Depot (UK) Ltd

“Bid Perfect were thoroughly professional and compelling in their approach to the training.

Anne Johnston  
Business Development  
Manager at Eve Trakway



# The Bid Skills Course

## Day Two

Whereas the first day discusses a philosophy for bidding and what the mindset should be, day two looks at the different types/elements of tender questions, coupled with techniques for writing that help support effective content – The Architecture of a Winning Answer. We also look at how the bid should be managed, presented and reviewed.

The main elements of the second day are as follows:

### The 6 Cs

These themes permeate much of the day, including various exercises, and are largely concerned with writing a winning answer. The 6 Cs are:

1. Complete
2. Clear
3. Concise
4. Compliant
5. Compelling
6. Competent

### Bid Graphics

People eat with their eyes. What are the five types of graphics that can be used in bids? How, where and why are they used? What is good imagery and what is poor imagery? These questions are answered by looking at some examples of each type and by conveying the 'rules of graphics'.

### Understanding the Question and the Architecture of a Winning Answer

This module focuses on the answers to the following questions: How important is the question we are being asked? What are the different elements that make up a question? How do these factors and the structure contained within the Bid Value Matrix inform the architecture of an answer?

### Bid Strategy

Building upon the Bid Value Matrix, we discuss further components of the Bid Strategy. This includes the identification of roles and responsibilities, running a successful bid kick-off meeting to ensure a positive start to the bid process and how we manage risk.

At the close of day two, we also run through the Red Review process to ensure the strategy has been executed correctly.

“Having initially felt quite anxious beforehand about attending, I really enjoyed the course and it gave me a clearer understanding of what's expected in bids.”

Wendy Williams  
Senior Bid Manager at  
Prime PLC

## The Executive Summary

The executive summary is your 'elevator pitch'. If it doesn't work well, then a negative opinion will be formed on the rest of the bid. This module explains the components of a classic executive summary and underlines its importance in the decision-making process.

### Full list of Day Two subject matter:

1. The Six Cs
2. Marginal Gains
3. The Bid Strategy
4. Bid Project Meetings
5. Roles and Responsibilities
6. Managing Risk
7. Lean Writing
8. Proofreading
9. Use of Graphics
10. Understanding the Question
11. The Architecture of a Winning Answer
12. The Executive Summary
13. Red Reviews
14. Summary
15. Close

“After attending the Bid Skills sales proposal writing course, I left feeling inspired. The workshop-style training was fun and full of practical tools which I know will improve my bid writing. I would happily recommend this course to anyone.”

Gillian Marti  
Marketing Director at  
Welden Turnbull LLP



# Complementary Services

Bid Perfect offers a range of bid related support services all of which are carefully designed to provide you with a higher chance of winning the bids you go for. Our products have been specifically designed to be easy to access and to be high impact – meaning that you will be able to start using them immediately, to write better bids and win more contracts.

If you would like a discussion about what Bid Perfect can do for you, you can reach us by e-mailing [justask@bidperfect.co.uk](mailto:justask@bidperfect.co.uk) or call us on 0845 6000 281.

## Bid Support Services

## Brief Description

Open course  
delegate place

Two day Bid Skills course as  
described in this brochure

Bespoke course

One or two day Bid Skills Course  
delivered to your bid team and/or  
Subject Matter Experts alone. Includes  
consultancy/course design

Deep Document Analysis  
via Bid Clinic

A forensic examination of a failed bid. The  
output is a detailed report telling you why  
your bid failed and how it could have been  
fixed

Red Review facilities

A Red Review examines a bid before it is  
submitted and ensures it is a winner


Authoring, Editing and  
Proofing

Writing new content and re-writing supplied  
content to ensure a clear, compelling message.  
Checking a bid prior to submission for errors  
and standard of writing.

Graphics, CGIs, video,  
animations, print and  
interactive applications

Full visual communication services to  
enhance your bid documentation

This is not a complete list of services – we also specialise in **bid recruitment, interim bid personnel, critical bid management** and **bid process consulting**. We'd be happy to discuss all of the services mentioned on this page and associated costs with you separately.



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