



# Mastering Public Sector Bidding – Finesse the System to Win More Bids

Do you want to significantly improve your success rate on public sector bids? Our intensive two-day **Mastering Public Sector Bidding** course is specifically designed to provide you with the competitive edge needed to craft winning proposals.

## Why This Course?

Public sector bidding is a highly complex and competitive arena. Understanding how evaluators think can make all the difference between winning and losing. This course is a **game-changer**, equipping you with the skills to align your proposals with evaluator needs, optimise your approach to scoring systems, and ultimately, **win more bids**.

## What You'll Learn

### Day 1: Mastering the Evaluation Process

- Gain insights into how public sector buyers think
- Learn to tailor proposals to evaluator expectations
- Utilise procurement scoring systems to your advantage
- Understand the power of the Executive Summary (even when not requested)
- Leverage questioning as a strategic advantage

### Day 2: Crafting Winning Responses

- How to brief Subject Matter Experts (SMEs) for maximum impact
- Improve communication with decision-makers
- Refine writing techniques for clarity and persuasiveness
- Hands-on workshops to experience the evaluator's challenges first-hand
- Develop a transformed understanding of what truly matters in public sector bidding

*'The 2 day workshop was absolutely brilliant. Engaging, to the point, tackling all the important elements of the bid process. Really an eye opener for all. Despite the seriousness of the subject, there was a lot of humour and fun segments to keep the energy going. We thoroughly enjoyed it and got huge value out of it. Andy and Peter were fantastic.'*



vodafone

Leann Barnes, Client Sales Manager

To discuss your unique training needs please call **+44 (0)208 1583952**  
or visit **bidsolutions.com**

# Day 1. Positioning for Advantage

Topic	Outcomes
Introduction	Set the foundation for a successful day and confirm what you will get out of it
<b>Workshop 1 - Avoid the Pitfalls by Understanding the Buyer's Thinking</b>	
The Fundamental Principles of What the Buyers Want	Improve proposal relevance by aligning with the buyer's needs
Procurement Processes	Use an understanding of procurement approaches to your advantage <ul style="list-style-type: none"><li>• Play to their scoring systems</li><li>• Use their process to prioritise your response</li></ul>
The Evaluation Process	Improve your chances of winning: <ul style="list-style-type: none"><li>• Resonate with the different types of evaluators</li><li>• Navigate the evaluation process strategically</li></ul>
Content Planning to Maximise Scoring	Plan to finesse the evaluation process <ul style="list-style-type: none"><li>• Select the right type of Plan</li><li>• Perfect the Plan<ul style="list-style-type: none"><li>- Deconstruct questions to guide contributors</li><li>- Provide a scoring checklist to hone scores</li><li>- Develop responsiveness</li></ul></li></ul>
Compliance	Handle compliance intelligently <ul style="list-style-type: none"><li>• Use compliance as a sales tool</li><li>• Handle difficult compliance scenarios</li></ul>
Clarification Questions	Treat questions as a communications strategy <ul style="list-style-type: none"><li>• Interpret their hidden meaning</li><li>• Be aware of the traps and dangers</li><li>• Use them to improve your competitive position</li></ul>
<b>Workshop 2 - Creating Truly Powerful Proposal Content</b>	
The Role of the Executive Summary	Make the Executive Summary count <ul style="list-style-type: none"><li>• Focus on the customer</li><li>• Highlight the discriminators</li><li>• Prove the benefits</li></ul>
Weaponise the Executive Summary	Use the Executive Summary to turbo-charge your bid <ul style="list-style-type: none"><li>• Tailor to the reader<ul style="list-style-type: none"><li>- Leverage the decision-making psychology</li><li>- Solve the evaluator's problem</li></ul></li><li>• Align your writing to the win strategy<ul style="list-style-type: none"><li>- Designate the key contributors</li><li>- Perfect through tuning and review</li></ul></li></ul>

# Day 2. Responding Effectively

Topic	Content
Recap Quiz	Further reinforce the previous day's content with a fun and engaging quiz
<b>Workshop 3 - Helping the Team to Finesse the Scoring Opportunities</b>	
Briefing Subject Matter Experts (SMEs) to Deliver the Best Material	<p>Improve the contribution from your SMEs with Bid Solutions's ABCDE methodology:</p> <ul style="list-style-type: none"><li>• Learn a structured approach to briefing and managing SMEs</li><li>• Improve SME motivation, and provide winning content</li></ul>
Communicating Effectively with the Decision-Makers	<p>Plan for background influencers who could sway things behind the scenes:</p> <ul style="list-style-type: none"><li>• Appeal to emotions and logic</li><li>• Use persuasion techniques in your proposal</li><li>• Power up your use of graphics</li></ul>
Effective Bid Writing Techniques	<p>Improve your score by writing clearly. Take away a toolset that can be used to educate all contributors:</p> <ul style="list-style-type: none"><li>• Raise evaluator confidence through active voice</li><li>• Improve evaluator comprehension through good readability</li><li>• Improve evaluator resonance with good writing skills</li></ul>
<b>Workshop 4 - Overcoming the Evaluator's Dilemma</b>	
How the Evaluation Process Functions	Gain competitive advantage by understanding how the evaluation process works on a personal level
You are the Evaluator	<p>Gain invaluable insight through empathy with the evaluator's pressures:</p> <ul style="list-style-type: none"><li>• Appreciate how to write for the evaluator</li><li>• Feel the importance of guiding the evaluator</li><li>• Truly understand what pains the evaluator</li></ul>
Course Conclusion	<ul style="list-style-type: none"><li>• Questions</li><li>• Reinforce lessons learned</li><li>• Create an action plan to revolutionise the way you bid</li></ul>



## Who would benefit from attending?

**Sales Leads** should attend to develop their understanding of how to influence public sector decision making, and how to guide their team to craft bids effectively in this rules-driven process. It will:

- Enable higher win rates through insight and positioning
- Demonstrate the value of adding insight into strategy and win themes
- Steer the bid team to game the process
- Show how to build an effective communication strategy, despite the public sector restrictions
- Provide an understanding of how the process can be used to the advantage of the bidder

**Bid Leaders/Managers** who may be nominated to lead proposals should attend to understand how to guide their team to craft bids effectively in this process-driven environment. They will be able to hone their skills to better:

- Craft the framework to successfully guide the contributors
- Help the team to storyboard compelling content and maximise scoring through robust and forensic processes
- Develop a strategy, win themes and solution most likely to bring bid success
- Ensure the bid is crafted to exactly address the questions
- Review the submission to drive quality and to maximise scoring

**Service Delivery Leads** who will be responsible for developing the solution and possibly running the service once the business is secured should attend to further develop:

- Their approach to building winning service delivery models that balance price against quality to maximise scoring and hence win chance
- Their skills in leading the deconstruction of requirements and questions to generate compelling content
- Their ability to lead the client engagement to provide high levels of assurance to the evaluators

**Bid Writers** should attend to improve their approach to:

- Content Plan development and writing high scoring responses
- Extracting compelling content from key stakeholders
- Engaging senior colleagues in value proposition development
- Writing winning executive summaries

**Contributors** or subject matter experts (SMEs) should attend to:

- Understand the public sector tendering environment and how to play a winning part in it
- Acquire skills in crafting answers to the questions being asked which will lead directly to high scores
- Understand their critical role in solution development and how to respond to scoring criteria in solution decisions
- How to balance solution against cost to achieve a better score
- Hone skills in content plan development and writing compelling responses