

# BID WRITING WORKSHOP

*CPD accredited*

## The 1-day workshop covers:

### Understanding the Buyer

- What buyers want – looking at how they assess and evaluate your submissions
- Where to start – when the PQQ or tender arrives; what do we need to do before writing

### Bid Writing

- Getting the story right – win themes and storyboarding
- Structure – ensuring compliance and added value
- Benefit before the feature - getting the right message across at the right time
- Referencing the specification - tailoring your response to the requirement
- The importance of 'bid reviews' - ensuring accuracy, compliance and consistency

### Presentation

- Keep it clear, concise and easy to read
- Use of flow diagrams, images and colour
- Best use of supporting documents

This 1-day workshop, held in a city centre location, is aimed at anyone involved in completing and writing tenders for commercial contracts. Deliberately geared to all industries, this workshop will provide you with tools and skills you can use on your next tender, whilst earning you 6 CPD points.

With a mix of industry best practice, our experience and feedback from buyers, this course is suitable to everyone, regardless of experience.

Did you know: You can book over the phone on 01204 238 046 and you can book online!

## **What other people have said:**

*“One of the best I have attended. It was clear and easy to understand. All Round a great course.”*

**Adele Farnworth, Spectrum Contracting Services Ltd**

*“So useful! I will definitely be taking it back with me and applying it as much as I can. In terms of bid writing courses, I have been on one other but this was by far the best. A lot of different people could get value from it - no matter what sector.”*

**Eleanor Willis, Morrison Utility Services Ltd**

**THORNTON & LOWE**



Email: [training@thorntonandlowe.com](mailto:training@thorntonandlowe.com)

Phone: 01204 238 046