

Bid writing

Synopsis

Writing for bids is very different to legal writing.

In an increasingly competitive market it's vital that everyone who contributes to bid documents is clear about what they are trying to achieve. The focus of this session is to give your teams the skills to produce concise and persuasive documents and to transform the impact of your written bids.

Duration

3 or 6 hours

Format

The course uses quizzes, exercises and case studies to ensure the training is interactive and engaging.

We can also run sessions based on your own bid documents and provide feedback in groups or shorter sessions on a one-to-one basis.

Delegates

Lawyers and non-lawyers involved in the preparation of bid documents.

Maximum 12 per course

Outcomes

- You establish a clearly defined approach to writing bids
- You write shorter bids
- You translate your excellent solutions into compelling bids every time
- Experts and non-experts understand your words
- Potential clients easily grasp the key benefits
- Potential clients are never bored and never misunderstand
- Potential clients are impressed and want to work with you
- You win more work

Content

- Thinking and planning before you write
- How to focus on your audience - analysing what the client wants
- Defining your objectives
 - answer the client's key questions
 - identify your core messages
- Writing what they want to read – not what you want to say
- Getting the structure right - emphasising key messages to maximum effect
- Embracing the benefits of plain English
- Having the confidence to edit ruthlessly
- Cutting out silly mistakes – improved review and proofreading