

Writing Bids and Tenders in Law Firms



Synopsis

Writing for bids and tenders is very different from legal writing. In an increasingly competitive market it's critical 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 and tenders.



Lawyers and non-lawyers



3 hours

Outcomes

Creating winning bids and tender documents is vital for a legal practice that wants to expand, diversify and retain its client base. Drafting and submitting a legal tender may look like a straightforward task but creating an impressive and client winning bid is a significant challenge.

Our training course will cover:

- Establishing a clearly defined approach to writing bids
- Writing shorter legal bids
- Translating your excellent solutions into compelling bids every time
- Experts and non-experts understanding your words
- Helping potential clients easily grasp the key benefits
- Ensuring potential clients are never bored and never misunderstand
- Making sure potential clients are impressed and want to work with you
- Winning more work

Content

Our bid writing training course is suitable for anyone in a law firm that is involved in writing, completing and submitting commercial legal tenders. It provides the key concepts, skills and writing tools that will help you write more winning tenders.

The course includes:

- Thinking and planning before you write
- How to focus on your audience – analysing what the client wants
- Defining your objectives
- Answering the client's key questions
- Identifying 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



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