

THE COMPLETE GUIDE TO TENDERING

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Successful Tenders Made Easy

WELCOME TO MY ONLINE COURSE

Hello and welcome to Dawtek's Complete Guide to Tendering – the very first of its kind! I don't know about you, but I am pretty excited to be here.

Helping people learn how to write and submit winning tenders is my absolute passion, so I can't wait to jump right in and start teaching you everything I know.

The ability to write a successful tender is your most important business skill, so it's worth investing your time and energy in learning how to do it properly. It's a skill you'll be able to draw on for the rest of your working life. Not only that, but your company or your job may depend on your ability to write winning tenders. And these days, the business world demand fair and transparent ways of appointing suppliers.

That's why it's so important to learn how to write tenders properly – putting work out to competitive tender is the only way to guarantee fairness and transparency.

The thing is, a good proposal or tender isn't easy to write. It's not intuitive, it's a skill and like many things, it needs to be learned. More often than not, it's learnt through trial and error. Unfortunately, losing business is often the pesky price of trial and error (more so error), making it a costly way to learn.

In my Complete Guide to Tendering, you'll learn how to reduce the 'trial and error' part of learning how to write winning tenders. I make a living by writing successful tenders for people just like you. But I also know not everyone has the budget to pay for a professional writer. Or, perhaps you're a real go-getter and you just want to be able to do it yourself!

In my day-to-day life, I regularly run face-to-face tender training sessions, so let's just say, I know a thing or two about tender writing and the common roadblocks people face when learning how to write successful tenders. I also have plenty of experience and success, meaning I know the important things to focus on when submitting a tender and how to properly address the criteria.

This course will provide you with all the information you'll need when responding to a tender. It will walk you through the tender process from start to finish, including examples and free resources you can apply straightaway.

It's everything you'll ever need to know about tender writing, based on the learnings of the hundreds of tenders I've personally written, as well as the tender training sessions that I deliver in person. It's your go-to guide for all your tender writing needs.

Kristine



MODULE 1: PREPARATION AND PLANNING

Like most things, the more time spent on planning, the better outcomes you'll have. The same is true for writing winning tenders.

In this module, we will understand:

- What exactly is a tender, and the tender process from start to finish
- All the tender terminology you'll need to know to write a winning tender that attracts bigger clients.
- The key elements found in all winning tenders that you can use as a foundation to write yours.
- A full understanding of the tendering process so you can put together a water-tight plan that's the foundation of your success.

Tenders are customer-focused marketing documents. They sell your organisation, products and/or services while detailing to potential clients the benefits they'll receive from working with you.

RESOURCES

The following resources are available to give you a head start on your tendering journey:

- Checklist: Bid or No Bid
- Consortium Approach document
- Worksheet: Tender Worksheet
- Checklist: Tender Response Supporting Documentation.



MODULE 2: THE TENDER STRATEGY

A Your tender strategy is an essential part of submitting a winning tender. In this module, we're going to talk about the importance of understanding the client's requirements, and how this plays a big part in shaping your response.

We'll also be covering how well you know your position in your industry, and how to identify your competitive advantage in the marketplace.

The Tender Strategy is essential to submitting a winning response. In this module, we'll talk about the client's requirements and how they shape your response.

Three important questions to consider are:

- How well do you know your industry?
- How confident are you with your position in your industry?
- Are you up to date with the current competitive pricing and market forces?

Now you understand the Tender Process (from Module 1), it is time to develop your Tender Strategy.

This module is all about the importance of having a strong tender strategy and the steps you need take to effectively prepare one. From learning how to impress the client, to understanding their exact needs and identifying your competitive advantage.

RESOURCES

The following resources are available to give you a head start on your tendering journey:

- Worksheet: Tender Strategy
- Worksheet: Company Analysis
- Checklist: Competitor Analysis



MODULE 3: LAYOUT AND PRESENTATION

In this module, I'll cover all aspects of presenting your tender, so that it is professional and reflects your business and your brand.

Like most things, the more time spent on planning, and developing the template, the more time you can focus on the essential elements of the tender.

- Presentation - is important: how to grab the client's attention with a professional looking tender response
- Key elements of a well presented tender: including both free and paid subscriptions for private and Government tenders
- Creating your Tender Templates: having a branded document is a key part of your response. The tender document reflects your business.
- Developing your Tender Structure: ensure you meet your client's requirements.

You'll also have developed a Tender Template customised to your organisation.

RESOURCES

The following resources are available to give you a head start on developing your own customised document.

- Sample Tender Templates



MODULE 4: WHY WRITING IS IMPORTANT

This module is all about the importance of writing.

Like most things, the more time spent on getting the words right, the better outcomes you'll have. The same is true for writing winning tenders.

At the end of this module you will understand:

- Basics of Writing, your response is a reflection of your business and its professionalism.
- It is all about the client, focus should be on the client, and the benefits they'll get from working with you.
- Writing, understand key writing techniques to help the readability of your response.
- Style, having a style guide, standard terminology and specific terminology for the client is important. The style guide provides your business with consistency across your communications.

RESOURCES

The following resources are available to give you a head start on your tendering journey:

- Worksheet: Tender Worksheet
- Style Guide: A Style Guide Worksheet for your business.



MODULE 5: WRITING YOUR RESPONSE

Now that you've developed your bid strategy and understand more about your tone of voice and what to write, we are going to start writing your tender response.

This module Writing Your Response is extremely helpful as it's going to provide you with tonnes of information on common tender questions you'll come across when responding to tenders.

This entire module is a simple step-by-step guide to help you write your response. You'll also find information on how to answer specific tender questions that often appear in various forms in most competitive tenders. As with most things in life, the more time you spend planning, the better the outcome! The same goes for writing winning tenders.

In this module, you will understand:

- How to WOW your client: focusing on your tender cover page, cover letter and your winning executive summary.
- About your business: how to describe your business, sell the benefits and the experience your clients will receive.
- Capability and experience: what sets you apart from your competitors? You'll learn how to use different ideas to present and develop your information in order to impress your clients.
- Ability to service the contract: using key information to detail how you will service the client in line with their needs.
- Key tender requirements: using key information, sample responses, checklists and documents to develop a winning tender response.

RESOURCES

The following resources are also available to give you a head start on your tendering journey:

- Worksheet: Case Study
- Schedule: Personnel Summary
- Document: Risk Management Plan
- Document: Quality Policy
- Document: Health and Safety Policy
- Document: Environment Policy



MODULE 6: SUBMISSION

In this module, Submission, you will learn how to correctly submit your tender. You might think it's the simplest step, but that's not necessarily true.

You're going to learn about the importance of proofreading your tender, checking and re-checking your tender against the evaluation criteria, why you need to submit on time and more.

In this module you will understand

- Preparing for submission, tools, tips and strategies for ensuring your tender response is submitted on time for either an online or hardcopy submission
- Design and Production, ideas for designing and presenting your tender to wow your clients
- Submission and Delivery, how to make sure your delivery is on time and compliant each and every time.
- You'll also have completed your Tender Submission Checklist, to ensure all the required elements of your tender, are ready to be submitted.

RESOURCES

The following resource is available to give you a head start on your tendering journey:

- Tender Submission Checklist.

