



SQ & ITT Writing – Summary of Service

When you place your order with Tender Victory, your writer will be confirmed. The first stages of the writing process involve:

- ✓ your writer gaining an understanding of the tender requirements and the buyers aims and objectives;
- ✓ considering the weighting and scoring matrices to see which areas are most important to the buyer/tendering authority;
- ✓ making contact with you, the customer, to gain an initial understanding of your business and what makes you unique. This is important as part of the tender writing process involves us demonstrating how your business differs from your competitors, we want to make sure you stand out from them;
- ✓ setting and agreeing with you, the timescales for the writing process

After these first stages, your writer then considers the theming, general structure and layout of the responses, which they discuss and agree with you.

Then the real team work begins! Depending on the scale of the tender, your Tender Victory writer will spend time talking through the individual responses with you and the members of your team that you designate to be involved. It is crucial that they spend this time talking to you to understand your business and its approach, as you are the experts in your industry – we are your experts in tender writing. We often find that input from the customer facing members of your team is incredibly valuable when combined with the input of the manager(s) and/or directors. These team members often have the hands-on insight to customer preferences and their input can provide good detail that can be used to build a thorough response to tender questions. Did you know, the buyer / authority will often have a “user” representative on the evaluation panel when your tender is scored?

Should any aspect of the tender specification be unclear, your writer will work with you to draft carefully worded clarifications to be sent to the buyer. The clarifications opportunity within a tender process is generally under-used. It is there to ensure that you are able to raise questions on any aspect that they have not stated clearly. A better understanding equals a better response.

As your writer works through the details with you, they draft the individual responses to the tender questions. During the drafting process, they will often re-visit questions and details with you, ensuring they build the best response. Towards the end of drafting, your writer will share a draft of the responses with you. The aim of this is for you to input any additional information and/or value adds, or detail, that comes to mind as you see your tender response being shaped into a formal document.

After you have provided your writer with input on the draft, they will then begin to finalise the document. When the tender response has reached what you both agree to be final draft stage, it is then sent to a fresh pair of eyes within the Tender Victory team for a thorough quality assurance (QA) read through. This QA process ensures that the wording and presentation are of a high standard and that the responses answer the questions in a succinct way and are not repetitive.

After QA, the tender document is returned to your writer for finalisation. Your writer then provides you with the final draft, ready for your submission.

The basic principles that we use are simple:

- Answer the questions asked – this seems obvious, but many businesses fail to do this.
- Keep the response in line with both the specification **and** the aims and objectives of the buying organisation.

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