



# **WORDS THAT MEAN BUSINESS SOLUTIONS FOR YOUR ORGANISATION**

**BID WRITING & TENDER DESIGN**

## GROW YOUR BUSINESS WITH WORDS THAT WIN

WRITING SUCCESS WAS ESTABLISHED WITH A SIMPLE VISION: TO WIN MORE BUSINESS FOR AUSTRALIAN ORGANISATIONS & TO ENHANCE THE POWER OF THEIR WRITTEN BIDS, PITCHES & B2B COMMUNICATIONS.

Most large contracts are awarded on the strength of tender responses, informal proposals or segment-tailored communication. Yet developing clear and persuasive written content requires specific skills that are in short supply.

Writing Success was formed to meet this challenge: writing and editing proposals and bids is our core business. We combine left-brain analytical thinking with specialised right-brain creativity to create bids that are engaging, clear and compelling.

A boutique Sydney-based consultancy, we tailor our expert services to your needs and to the scale of each opportunity or project, extending the capabilities of your business development and bid teams seamlessly.

Since commencement, we have been engaged as bid writers for dozens of high value opportunities, and have delivered on our vision with a series of major wins on behalf of our clients.

TO EXPLORE HOW YOUR ORGANISATION CAN MAKE GREATER USE OF WORDS THAT MEAN BUSINESS, CONTACT US OR VISIT OUR WEBSITE



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## BIDS, TENDERS & PROPOSALS CHALLENGES & OPPORTUNITIES

CRAFTING WINNING BIDS FOR LARGE CONTRACTS CAN BE CHALLENGING, BUT WIELDING A COMPETITIVE EDGE IS EASIER THAN YOU MIGHT THINK



### TIME

BUSINESS-WINNING WRITING TAKES TIME: YOU MAY NOT HAVE MUCH TO SPARE IF YOU'RE GETTING ON WITH 'BUSINESS AS USUAL'



### WIN RATE

IMPROVE YOUR STRIKE RATE BY TACKLING MORE OPPORTUNITIES, MORE EFFECTIVELY, MORE OFTEN USING EXPERT ASSISTANCE



### SKILLS

BIDS ARE OFTEN WON USING POWERFUL WRITING & POLISHED GRAPHIC DESIGN: CAPABILITIES YOU MAY NOT HAVE IN-HOUSE



### EXCELLENCE

PUT YOUR BEST FOOT FORWARD WITH BIDS THAT FEATURE A SINGLE TONE OF VOICE, PERSUASIVE CONTENT & POWERFUL DESIGN



### RESOURCES

IT CAN BE TOUGH KEEPING UP WITH THE COMPETITION WITHOUT ADDING SKILLED PEOPLE OR STRAINING THE BUDGET



### LOW COST

ENGAGING AN EXPERT FOR A SPECIFIC BID OR PROJECT IS A COST-EFFECTIVE WAY TO ADD CAPABILITIES WHEN YOU NEED THEM

## WHY CHOOSE WRITING SUCCESS?



### WE'RE SPECIALISTS

Our focus and core business is bid writing and business-to-business communication: our principals have specialised in tenders, proposals and pitches since 2006.



### WE'RE FLEXIBLE

Some of our clients engage us for specific opportunities, others retain us to work on every major bid. Methods of engagement vary because we tailor our approach to your budget and needs.



### WE GET RESULTS

Backed by our history of major wins and glowing client testimonials, our approach wins more business more often.



### WE DELIVER UNDER PRESSURE

Our writers bid into government for multi-million dollar contracts, so are experts at writing to deadlines or within tight word counts. They've never missed a deadline in a decade of bidding.



### WE'RE 100% AUSTRALIAN

Our consultants are based in Sydney and Melbourne and can work on-site at your premises or remotely.



### COMPELLING BID WRITING

WELL-WRITTEN BIDS ARE SIMPLE TO READ, EASY TO UNDERSTAND & GIVE THE BUYER GOOD REASON TO SELECT YOUR ORGANISATION

- **TENDER EXPERTS**  
Our experts are bid specialists, applying years of tender-winning experience to writing and editing
- **COLLABORATE**  
We work closely with your subject matter experts to transform outlines and drafts into business-winning writing with a single tone of voice
- **WORDS THAT MEAN BUSINESS**  
Our written content uses clarity, brevity and impact to emphasise winning themes that talk directly to buyer needs
- **EXEC SUMMARIES**  
Developing powerful, buyer-centric summaries is one of our specialties



### EXTEND YOUR BID TEAM

NEVER MISS AN OPPORTUNITY BUT MAINTAIN QUALITY – EVEN DURING YOUR BUSIEST TIMES

- **BOOST CAPACITY**  
Extend your existing teams seamlessly, adding additional skilled hands and minds when you need them most
- **SAVE TIME**  
Outsource time-consuming writing and editing to our writers, so you can focus on value-adds, shaping your pricing strategy and building innovation into your offer
- **GAIN A SAFETY NET**  
We are crisis specialists and have never missed a deadline: during bid time our core hours are 24 hours, seven days per week, 365 days per year
- **FLEXIBLE ARRANGEMENTS**  
Our specialists can work either remotely or on-site with your teams



### FRESH EYES REVIEW

GET AN OBJECTIVE SECOND OPINION FOR A SPECIFIC BID, OR ASSESS YOUR CAPABILITIES AGAINST BETTER PRACTICE

- **ANALYSIS**  
Playing the role of a skeptical buyer, our experts will highlight opportunities to improve your offer or your emphasis on benefits and proof points
- **BENCHMARKING**  
Benchmarking your past bids against better practice can guide your continuous improvement process and highlight training needs
- **PUBLIC SECTOR EXPERTS**  
After years of bidding into government, our bid writers can review your documents to ensure they hit key hot buttons like risk reduction, cost containment and innovation

## HOW WE HELP YOU WIN MORE BUSINESS



### ADVERTISING-GRADE GRAPHIC DESIGN

STAND OUT FROM THE CROWD & MAKE YOUR KEY POINTS POP WITH BESPOKE DOCUMENT DESIGN & INFOGRAPHICS

- **VISUAL CREATIVITY**  
We can rework your existing graphics, transform your rough pencil sketches or even create visual concepts from your written content
- **BRAND-COMPLIANT**  
Our design team produces brand-protecting page layouts, diagrams and infographics for billion-dollar bids
- **ONE-STOP-DESIGN-SHOP**  
We can provide full-service visual design, from templates to content styling and diagram development



### PUBLISHING & PRINT PRODUCTION

ENSURE YOUR BIDS LOOK AS GOOD AS THEY READ WHETHER THEY BE ELECTRONIC OR PAPER-BASED

- **PAPER & BEYOND**  
Our designers create folders, boxes, clamshells and even custom-printed USB sticks for major submissions
- **PRINT PERFECTION**  
We partner with Australia's most-trusted tender print-specialists to guarantee the best print quality and on-time fulfilment
- **ELECTRONIC BIDS**  
Our publishing gurus will build links, bookmarks and other features into your interactive PDFs

## FREQUENTLY ASKED QUESTIONS

### Q: WHAT IS YOUR METHODOLOGY?

We recognise that your people are subject matter experts when it comes to your goods and services, the marketplace and the buyer, so we will work closely with them throughout the writing process.

Our bid writing approach begins with several key ingredients, including:

- A deep understanding of the buyer's needs
- A thorough analysis of the RFT, RFP or EOI, especially the Evaluation Criteria
- A comprehensive grasp of your core offer, capabilities and differentiators
- Your written drafts including answers to questions, proof points and data

While editing your responses so they are clear, compelling and accurate, we generate win themes that link your unique value propositions to your buyer's needs.

Finally, we craft an executive summary or cover letter that presents your key propositions within a succinct and powerful synopsis.

### Q: DO YOU GUARANTEE TO WIN?

No. Winning depends on a number of critical success factors that exist beyond the document you submit, including your existing relationship with the buyer, your pricing and value strategy, perceived risks and so on.

We DO guarantee to use an approach that HAS won business for organisations across the country and that will let you put your best foot forward.

### Q: WHAT IS YOUR WIN RATE?

Win rates can be a vital continuous improvement measure within a single organisation.

However, tracking win rates across the large range of industries and organisations with whom we work is less meaningful.

For example, for some bidders, a 60% win rate is strategically healthy if it builds capability or relationships. For others, a 90% win rate is economically unsustainable.

That said, our writers maintain an overall win rate of around the 80-85% mark, tracked over the past ten years. References from our happy clients are available on request.

### Q: HOW MUCH DOES YOUR SERVICE COST?

Because we tailor our approach to your needs and to the opportunity, costs vary widely with each project we undertake. Factors affecting cost include:

- Bid complexity
- Contract value
- Response length and number of stages
- The standard of the written draft you supply
- Your current tendering capabilities
- Your template, document design, diagram and print requirements

We can tailor our engagement to your task, your timescale or your budgets. If you have a specific project in mind, we recommend that you contact us to request an indicative quote.

## VALUE-ADDED EXTRAS



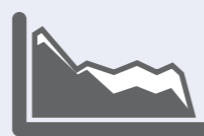
### ADD TO YOUR LIBRARY

The content, diagrams and templates we create for you become your intellectual property to use in your future bids



### BUILD YOUR CAPABILITY

Our consultants will openly transfer skills to your teams and provide 'lessons learned' at the close of each new engagement



### REDUCE YOUR COSTS

Great bids contain content that our writers can re-purpose for other B2B material, or that you can use internally

## CUSTOMER SUCCESS STORIES

Although different to past tenders, [this] response was the best response we have written.

[The consultant's] unique writing talent and understanding of our business enables our offering to be communicated succinctly, and in a differentiated way.

An excellent response: well thought out and presented - [there is] a big gap between our response and the others.

[The consultant] was personally invested in this bid, and gave it his best with a commitment to excellence throughout the process right up until the final edits.

[The consultant] has instilled a discipline in our business that has contributed towards an exponential growth over the past two years, a discipline that is focused on the needs of the buyer, proof points, and differentiation.

GENUINE COMMENTS FROM DE-IDENTIFIED CLIENTS,  
REFERENCES AVAILABLE ON REQUEST



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#### **DISCLAIMER**

The product options described in this document are subject to pricing considerations.

Please contact Writing Success for a full proposal.

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