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Stop losing bids!
5 key tips that make the difference

1. Triage

“Should we bid for this opportunity or not?”

If you are going to spend time, effort and resource in completing a bid, you need to ensure that the opportunity meets your priorities and goals whilst ensuring that you have the skills in the wider team to deliver all elements of it.

Having a set of questions, which you and your team can work through is vital.

2. Sticking to word counts

There are two ways of meeting a word count:

1. Aim to go under the word count, so that you don't have to spend time getting the word count down – if you choose this route, you will need to ensure that you include all relevant information and get to around 90% of the word limit.

Or

2. Do you get as much information down, and then reduce it from there to meet the word count – if you choose this route you will need to build in time to reduce the word count – this can be a time consuming process.



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3. Assigning Responsibilities

Assigning responsibilities for different tasks will enable you to manage your time, whilst having the confidence that all elements of the bid are being completed.

Utilising a RASIC Matrix to complete this will make it clear to all involved who is responsible for what.

Embedding checkpoint meetings allows you to mitigate any issues which arise at the earliest opportunity and support you in meeting the deadline.

4. Accurately forecasting outputs

You want to be ambitious and make your bid as appealing to the funder as possible, but, you want the bid to be deliverable, so therefore the outputs need to be realistic. You will need to remember to build in key events throughout the project lifecycle.

Do you need to reduce your forecast over Christmas and the summer holidays due to staff leave and/or lack of engagement?



5. Proof reading

You will, at a minimum, need to read your bid through prior to submission to ensure that it both makes sense, and there are no spelling or grammatical errors.

Having a fresh pair of eyes on this will be optimal.

Ideally someone who has had nothing to do with the bid development process, this will be a good test to see if they are able to understand and articulate what you are trying to achieve and how you are going to do it.

Ready to stop losing bids?

Implement these 5 steps and you will increase your chances of success when submitting a bid.

Still need help?

To learn more or to receive tailored guidance, please contact our team.



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Get in touch



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