

11 BID & Tender Writing Sins

and How to Avoid Them

by
Kris Mills of Words that Sell
www.wordsthat sell.com.au



About the Author . . .

Kris Mills is an internationally-recognised direct marketing consultant and copywriter, and the Managing Director of *Words that Sell*.

Kris is also the author of a number of how-to marketing manuals including “*Tenders and Proposals that Sell*”, “*Marketing Manager’s Toolkit*” and “*How to Create a Sales Explosion With Every Ad and Letter You Write*”.

Their services include:

- Tender preparation coaching and training;
- Tender, submission and proposal writing;
- Tendering strategy development;
- Proposal template development;
- Copywriting, design and production of direct mail, print ads, brochures and various corporate marketing collateral;
- Online copywriting and content development;
- Web marketing and usability audits;
- Public relations services;
- Various strategic marketing services;
- Miscellaneous writing services.

More information along with dozens of articles can be found by visiting www.wordsthat sell.com.au or www.advicegalore.com.

" Kris re-wrote our brochures and related marketing material and we now have a range of brochures that effectively jump off the counter and shout at people about the benefits of our financial services and products.

One of our most recent and successful campaigns orchestrated by Kris is our commercial insurance direct mail campaign which achieved immediate results and improved our hit-rate from under 10% to between 70–80% ... the results are testimony to the value she can add to a business such as ours.

Kris provides a dimension to direct marketing not available anywhere else through her personal, hands-on approach ... relieving management of an often time-consuming, highly specialised and yet critical task..."

Kerry Daly — Former Managing Director,
The Rock Building Society, Rockhampton

Hi:

Thanks for requesting this “e-guide”. I hope you find it to be useful.

Producing a winning tender is all about being able to sell your company in a face-to-face situation and on paper.

It’s also about addressing the needs your prospect wants fulfilled, and proving how you fulfil those needs in the most result-oriented way.

This e-guide introduces you to the most common mistakes people make when preparing tender responses – it then shows you how to avoid these mistakes and turn them into a positive outcome for your company.

I think you’ll find a great deal of useful information inside this guide.

I hope you enjoy the material. If you have any feedback (either good or bad) I’d love to hear it. You can do that by sending me an email at kris@wordsthat sell.com.au.

Take Care,



Kris Mills – Managing Director
Words that Sell Pty Ltd - www.wordsthat sell.com.au

P.S. At the end of the report you will find some information regarding our DIY tender preparation guide called “Tenders and Proposals that Sell. It’s an **online** manual jam-packed with strategies and techniques that help you win more tenders.

“Thank you for your work Kris. I am very impressed with the quality and response from Guitar Tips and have recommended you to all my business friends. You managed to increase sales by a real 48%.

I also received emails from visitors who did not believe I existed in Australia. They thought I was the CEO of a huge network marketing company because of the professionalism and sales copy I use on my site.

You did a great job Kris. Well done and I will continue to use your services for many of my future ventures ...”

Chris Elmore - Guitar Tips (www.guitartips.com.au)

Sin no.1

NOT UNDERSTANDING THE BUYER

"Failing to do your homework in this area means that your tender could miss the mark completely simply because you're not aware of what they want and what affects their buying decisions."

- Who are the decision makers?
- What are their technical levels of expertise?
- What positions do they hold?
- What makes them tick?
- What factors are of particular importance to them?
- Based on their overall purchasing history with other products and services, are they particularly price sensitive?
- Does the latest hi-tech, whiz bang features excite them?
- Is increased productivity number one on their priority list?

The answers to these questions can play a major role in the way you address the evaluation criteria.

What's more, the reason WHY a buyer calls for tenders has a direct bearing on the factors that are important to them, so it makes sense to find out the REAL reasons why.

For instance, if the previous supplier was hopelessly unreliable, a buyer will pay particular attention to any proof of reliability, capacity, and a money back guarantee when deciding on a new supplier.

Other questions to consider are:

- Why do they want to start using this type of product/service now?
- Who did they use in the past and why?
- Why do they want to change?
- What do they know about the potential positives and negatives of dealing with people?
- Why is this particular important to them.

- Why do they want to change?
- Who have they been using in the past?
- What did they like or dislike about that supplier?

This brings me to Government Purchasing Policy ...

The Government freely publish information relating to the criteria they look for when selecting a supplier yet it's surprising how few suppliers are familiar with this criteria.

Sometimes this purchasing policy is clearly mentioned in the tender documentation you receive. Sometimes it isn't.

Sometimes the purchasing guidelines form part of the tender specifications and selection criteria. Sometimes they don't.

If the purchasing guidelines aren't included as part of the selection criteria, always ensure you add a section which shows how your company complies with their guidelines.

If you're doing business with the Queensland Government, you will find a dozen or so purchasing guides on all manner of topics, included in a PDF version on their website. Each of them contains priceless information you can use to your advantage, so make sure you familiarise yourself with it before you start preparing your tender.

Go to: <http://www.qgm.qld.gov.au>

Here are some other State Government websites that contain some very useful information:

- [SA Government Tenders](http://www.tenders.sa.gov.au) - www.tenders.sa.gov.au
- [NSW Government Tenders](http://www.dpws.nsw.gov.au) - www.dpws.nsw.gov.au
- [Commonwealth Government Tenders](http://www.tenders.gov.au) – www.tenders.gov.au
- [Queensland Government Tenders](http://www.qgm.qld.gov.au) - www.qgm.qld.gov.au
- [Tasmanian Government Tenders](http://www.tenders.tas.gov.au) www.tenders.tas.gov.au
- [Victorian Government Tenders](http://www.vgpb.vic.gov.au) www.vgpb.vic.gov.au
- [West Australian Government Tenders](http://www.cams.wa.gov.au) – www.cams.wa.gov.au
- [ACT Government Tenders](http://www.basic.act.gov.au) – www.basic.act.gov.au
- [NT Government Tenders](http://www.nt.gov.au/tenders) – www.nt.gov.au/tenders

Inside "Tenders and Proposals that Sell" you'll find all sorts of templates, tools and checklists to help you prepare a winning bid. For more information on this popular program, just visit <http://www.wordsthat sell.com.au/tend1.htm>

Sin no.2

NOT ADDRESSING THEIR REAL NEEDS

More often than not, the selection criteria and specifications listed in a tender notice only tell half the story.

It has a long-winded “background section” which is enough to send an insomniac into a coma. It has a list of needlessly complicated specifications broken into sections in a confusing sort of way.

So, it’s little wonder that many tender submissions fail to address the buyer’s REAL goals. (In other words, what they really want to achieve by purchasing this type of product or service).

By reading through all the information with a fine tooth comb AND by doing a little digging you can find out what the buyer wants to achieve from the project.

You can then write copy that shows specifically how your product helps them achieve their needs in the most efficient way possible.

- Talk in benefits not features;
- Talk specific results;
- Tell them how the features and benefits of your product stand out head and shoulders above the competition; and
- Show proof that backs up your claims.

Inside our “Proposals and Tenders that Sell” program we show you how to ensure that your tender addresses **the buyer’s core needs**. We do that by showing you how to find out what the buyer’s core needs really are, along with strategic and copywriting techniques to address those needs in the most powerful way possible.

What’s more, there are dozens of templates, example copy, and forms you can use. To find out more information, just visit <http://www.wordsthat sell.com.au/tend1.htm>

In the meantime, make sure you turn the page and read the next sin ...

Sin no.3

NOT KNOWING THE ENEMY

It's a fact of life that there's a very good chance that you are racing against every one (or a good portion of) your competitors, so it makes sense to know who is likely to be bidding for the contract.

While most bidders have a feeling of who else is bidding, they spend very little time doing their homework.

It's this lack of investigation that brings down many of them.

Instead, spending quality time investigating who is in the race and what their **strengths and weaknesses** are in relation to the selection criteria, will help give you an advantage.

Write down **how you compare** with your major competitors, favourably and not so favourably.

Then, if your company stands out head and shoulders above your competitors, include a version of your competitor analysis in your documentation ... in the form of a **COMPARISON CHART**.

A word of caution: Only include undisputable facts, or you could land yourself into hot water, and always seek legal advice before undertaking this activity.

Here's an example ...

Naturally you have seen the Herron/Panadol advertising war on television - how Herron Paracetamol mentions that they have mini-caps, the same as Panadol BUT they're 100% Australian owned so your money is staying in Australia.

Herron uses a very powerful direct comparison in their ads and they can legally do that because they are dealing in fact.

Imagine what sort of impact your tender response would have if you showed a favourable, **FACTUAL** comparison between your company and a major competitor.

If you show that the information can be backed up by proof, there's a good chance you'll have a very favourable impact.

Inside our "Proposals and Tenders that Sell" program we show you how to perform a competitor analysis that evaluates the major players on a number of factual criteria including longevity, guarantees, product/service features, size of staff, range of services etc.

We also show you how to table this information in a Comparison Chart format, in your tender response.

What's more, you will be stepped through a process that shows you how to identify your company's point-of-difference and articulate it in the most powerful way possible.

There are also heaps of examples you can massage to suit your company.

There's more information about the "*Proposals and Tenders that Sell*" program at the end of this e-guide OR you can point your browser to <http://www.wordsthat sell.com.au/tenders1.htm>

In the meantime, make sure you turn the page and read the next sin ...

"I work with some very experienced tender people and I can already see improvements we could have made to some recent submissions.

The thing I really appreciated was the speed at which the information was delivered and the clear simple notes I now have for reference."

James H. - Business Development Consultant,
Leading Office Consumables Supplier

Sin no. 4

THINKING PRICE NOT RETURN-ON-INVESTMENT (ROI)

Many companies mistakenly believe that price is the overriding factor in any tendering or quoting situation.

The truth is, whilst price will always play an important role, it isn't the be all and end all.

What is much more important is the value for money that you deliver. Most buyers don't want the cheapest product/service, they want to receive the "biggest bang for their buck".

Here are some questions that buyers ask when evaluating the price you have quoted in your offer.

- Is the potential **Return-on-Investment** (ROI) greater than the price quoted?
- Is the **PERCEIVED value** greater than the value offered by other bidders?
- Is the **Point-of-Difference** that differentiates them from other suppliers strong enough in terms of:
 - quality - location - performance
 - delivery times - customer service levels

With that, it makes sense to:

Focus on VALUE not on PRICE

How does your product or service produce:

- A better quality result, which minimises errors or re-working, saving them money and time?
- A faster result, which means they will be operational sooner?

- A longer lasting result, which means they can go for a longer period of time before it needs replacing ?
- Etc. etc.

Your product might be twice as expensive as your nearest rival but if it produces 4 times the result and last 3 times as long as its nearest rival, it offers much better value for money than anything else on the market.

Make sense?

Inside “Proposals and Tenders that Sell” we show you how to sell the value in your document. We even provide you with example copy which shows you how to take the edge off a high price so it appears cheaper than it really is. For more information, just visit <http://www.wordsthat sell.com.au/tend1.htm>

In the meantime, make sure you turn the page and read the next sin ...

"Kris is by far the most talented direct marketer I've ever seen, and I've worked with a pile of 'creative' types who are driven by ego and not results. Our investment in her words and strategies has paid us back 60 times over - millions of dollars!"

Martin Josselyn — Managing Director,
Wealth Guard — Sydney

Sin no.5

NON-SALES-FOCUSSED COPY

Naturally, if your document is boring to read, buyers simply won't read all your information. They will skip over key points which could mean you don't get short-listed.

On the other hand, by ensuring your document embodies "salesmanship in print", **your results will improve dramatically.**

Instead of simply talking about your ability to 'do' the work, think ...

- Problem;
- Solution;
- Proof;
- Action.

Start by identifying their problem or core reason for needing the product or service.

Then, very briefly talk about the downside of that problem. Once you've done that, talk about the solution — how you're actually going to fulfil their needs.

Next, prove it.

- **Talk in benefits**

People are basically selfish; they couldn't really care less how big you are, how professional you are, or how long you've been in business. All they want to know is what you're going to do for them, how you're going to deliver those results, and what it will mean for them, so tell them. Instead of talking features, talk benefits. Talk 'what's in it for me (them)'.

- **Talk emotions**

It's a fact: people buy on emotions and justify their buying decision using logic. So it goes without saying that if you appeal to a person's emotions in your body copy, you'll get better results.

- **Write as you speak**

Writing effective sales copy is about communicating a sales presentation on paper, to do that...

- **Use the word YOU frequently**

The word 'you' is the most powerful word in the English language, because at the end of the day people are self-absorbed. The word 'you', unlike 'we' and 'us', keeps your prospects interested.

- **Always include a corporate profile**, Executive Summary and Team Profiles that outline your company background, skills, expertise and qualifications of your key people, your results, and your philosophy.

- **Use the person's name** frequently throughout your document. People love to hear their own name or see it in print. You'll find that if you use their name throughout the document this will have an instant 'rapport building' effect.

Inside "*Proposals and Tenders that Sell*" you will find dozens of copywriting tips to help you write persuasive, professional copy for your tender responses. You will also find dozens of examples of winning copy that you can "steal from".

For more information, visit

<http://www.wordsthat sell.com.au/tenders1.htm>

Or, if you'd like some assistance preparing a tender, telephone us on 07 3353 1107 or email us at kris@wordsthat sell.com.au.

In the meantime, make sure you turn the page and read the next sin ...

Sin no.6

NOT BACKING UP THEIR CLAIMS WITH PROOF

"Anyone can say they're the greatest at something, or they offer the best product or service, but it's not until you can show proof that anyone will really believe you."

Having said this, most tender responses don't do that. The document might say that the potential supplier has great customer service levels and they're the leaders in their field, but at the end of the day, these are idle claims.

Today, most people are sceptical by nature. They see through the "spin". They want concrete proof before they believe anything.

Here are some techniques you can use to dissolve scepticism and prove your claims:

- **Include testimonials**

If you say it, they won't believe you, but if someone else says it, it must be true! This is definitely true when talking about selling your services. You can tell someone how good you are until you're blue in the face, but it's not until they hear it 'from the horse's mouth' that they're likely to believe you. Include as many testimonials as you possibly can in your documentation.

- **Case studies**

Show before-and-after examples of customers you have supplied. Include examples of the challenges they were experiencing prior to engaging your services, then talk about how you went about solving their problems and the results they achieved.

- **Test results**

If any tests or studies have been performed on your product or company, and you fared favourably, include them.

- **Awards**

Even though they definitely aren't the be all and end all, they can have an impression on how you are perceived.

- **Guarantee**

If you have a money back guarantee, shout it from the rooftops. It will help dissolve buyer scepticism and put you one step closer to winning that contract.

Inside “Proposals and Tenders that Sell” we show you a number of highly effective techniques that not only prove your claims but also help position you as a leader in your field. You will also see examples of these tactics in detail.

To find out more about this comprehensive tender writing system, just visit <http://www.wordsthat sell.com.au/tenders1.htm> .

In the meantime, make sure you turn the page and read the next sin ...

"Kris is a real Australian success story. She's an amazing master of writing hard selling copy. The results they get for their clients are almost legendary."

Peter Sun
Peter Sun Marketing

Sin no.7

NOT CATERING TO ALL TYPES OF READERS

There's a very good chance that your document will be seen by junior, middle management and in some cases, senior management.

What's more, it will get seen by people who can be categorised as either *visual, auditory or kinaesthetic*. What I mean by this is different people absorb information in different ways. Some by seeing. Some by touching or doing. And some by listening.

Most submissions are written in a fairly formal style and don't take into consideration the education levels or the reading styles of their audience.

The end result is that the information goes over some readers' heads. Others lose concentration and therefore don't read the entire document.

For example ...

A visual person likes pictures and diagrams and a beautifully presented document.

A kinaesthetic person is impressed by the feel of the paper, the use of "touchy/feely" words.

On the other hand, an auditory person doesn't like reading at all and would much prefer to hear it face-to-face. In this situation, you have the opportunity to win them during the face-to-face presentation.

Here are some tips to help you appeal to ALL types of people:

- Use words that appeal to the different modalities eg. "you'll see" for visual people, "get a feel" for kinaesthetic people, "sounds like" for auditory people and so forth.
- **Use tables and graphs** - represent figures in a graph, rather than 'text' format. Include a comparison of your results with other companys'.

- **Include action plans**, so clients know what to expect and when. It's a little difficult to picture how a project is going to work, what needs to happen, and when — especially with large projects. Including a comprehensive action plan, which clearly articulates each step, gives your prospective clients a much clearer picture of how you're going to deliver results.
- Where possible, include a shortened version of your proposal documentation on PowerPoint.

Inside "*Proposals and Tenders that Sell*" there is an entire section which includes **over 100 sensory words categorised into visual, kinaesthetic and auditory** for you to select from. There is also a comprehensive description of various techniques you can use to maximise impact with your entire audience.

To find out more about "Proposals and Tenders that Sell" just visit <http://www.wordsthat sell.com.au/tenders1.htm>.

Or, if you'd like some assistance preparing a tender, telephone us on 07 3353 1107 or email us at kris@wordsthat sell.com.au.

In the meantime, make sure you turn the page and read the next sin ...

Sin no.8

DISREGARDING THE EVALUATION WEIGHTING

Quite often, Government tender documentation will contain an evaluation weighting table similar to the one below.

This addresses the importance of each area of the tender. As you'll see below, in this case, cost is just as important as a solid track record, yet you'll find that many companies will focus all their attention on one area such as coming in at the cheapest price, and then gloss over the other areas.

- Ability, knowledge, experience and currency of skills and resources to deliver nominated Product/s - 30%
- Demonstrated history of supply as determined by portfolios and referees - 30%
- Cost - 30%
- Information Industries Bureau (IIB) weighting - 10%

Sin no.9

"KICK YOURSELF", NON-COMPLIANCE

It's almost enough to make you cry.

You spend 18 hours a day at the office for 2 weeks, burning that midnight oil, preparing a tender response for a multi-million dollar contract.

You finally finish and send it in.

Then -- you don't win the contract just because of some minor omission or error.

Sound familiar?

The fact is, so many tenders get rejected because they are deemed to be non-compliant.

There are two main reasons for the non-compliance:

1) The company's products/services don't comply with all the mandatory criteria or;

2) The bidding company simply hasn't included vital information in their presentation. Information like:

- Professional Indemnity Insurance and/or license/registration details;
- Copies of financial statements;
- Sections missing;
- Late submission.

With the offers that don't comply, many fall short because they don't have the specific expertise required, the range of services, the size or infrastructure that the Government is looking for.

If you fall short in a particular area, find an individual or a company with the background, size or experience that plugs the gap and submit a joint offer.

After all, 50% of \$50,000 is much better than 100% of nothing.

Sin no.10

A POORLY PRESENTED DOCUMENT

As the saying goes ...

"You never get a 2nd chance at a first impression".

It then stands to reason that the way you present your document directly correlates to how your prospects perceive your business.

A professionally presented document makes a buyer feel that you're professional, reliable and efficient.

On the other hand, a poor presentation gives the impression that you're inefficient.

Chances are, there are at least 3 companies and potentially as many as 100 vying for the same contract, so it's important that your document gets remembered.

The best way to do that is to ensure it is visually appealing.

- Visually appealing in its **desktop publishing**;
- Visually appealing in the use of **colour photography and graphs**;
- Visually appealing in the way the document itself is **packaged**.

To help our clients' tender offers stand out we've produced the following visual concepts:

- A professionally designed cover and layout, professionally bound in a huge landscape book format, contained inside tissue paper inside a 'hand made', specially designed, monogrammed box.
- Another professionally designed and bound document contained inside a "toolbox" accompanied by tools, each with swing tags that relate to the benefits the company is offering.
- A first aid kit containing a professionally designed proposal along with various medical instruments complete with swing tags that relate to an appropriate metaphor.

Inside “Proposals and Tenders that Sell” you’ll find all sorts of innovative ideas on unique ways to present your document so that you create a WOW impression. To find out more about the program just go to <http://www.wordsthat sell.com.au/tenders1.htm>

Sin no.11

NOT LEARNING FROM YOUR FAILURES

Let's face it. In some situations, even if you have the most powerfully written presentation and the best price, for some reason or another you won't always win the contract.

These failures represent a golden opportunity to improve on your future efforts, yet most companies are too afraid to grab this opportunity with both hands and milk it for all it's worth.

What I'm talking about is a post-tender evaluation meeting. Quite often after the tender evaluation process, purchasing officers and other decision makers will (when asked) offer feedback to unsuccessful bidders.

Grab this opportunity with both hands.

By understanding the buyer's evaluation processes and where they feel you went wrong, you can then correct the mistakes and ensure you're more successful the next time around.

A FINAL WORD

Remember, at the end of the day, writing a successful proposal or tender isn't about following established "business communications" practices. It's about being able to sell on paper.

To do that, just keep these questions at the top of your mind:

- What do they want to achieve?
- When do they want to achieve it, and how?
- Why do they want to achieve it?
- How can your company's product/service and customer service deliver the results they are looking for within the time frame, better than anyone else in the marketplace?
- And, how can you prove that you will deliver?

At Words that Sell, our entire business focuses on putting salesmanship principles in print. We don't just write creative words. Instead, we create a sales presentation and then adapt it for the written word. That way, we can be sure that the piece we create is focused on achieving the desired outcome ... a sale.

3 Ways to Profit

1. If you are on a budget but you would like to benefit from our tender preparation expertise, we have a DIY manual and template program called "Tenders and Proposals that Sell" which contains over 200 pages of helpful information and examples that you can use to boost the effectiveness of your material. For more information, visit <http://www.wordsthat sell.com.au/tend1.htm>

OR ...

2. Once you have prepared your tender offer, we can add polish to it for you. We can massage the copy, desktop publish it into a professional, creative format and even produce innovative packaging for you.

OR ...

3. If you simply don't have the time and you want to ensure that your offer document has the best possible impact, we can create the whole thing for

you from scratch ... developing the strategy, assisting in the coordination of activities, writing the document in conjunction with your people AND designing the final package.

To find out more about our expertise, simply visit our website at www.wordsthat sell.com.au. To find out more about what clients say about our copywriting skills, simply visit: www.wordsthat sell.com.au/testimonials.htm. Or, if you have any questions and you would like to contact us via email, you can email us at info@wordsthat sell.com.au



Kris Mills
Brisbane, Australia.

Dear fellow business professional ...

If you prepare proposals or tender, this information will dramatically increase your win ratio AND will cut down your proposal preparation time dramatically too.

The information covers everything you need to know to put together a winning sales proposal, tender, bid or RFP ... everything from the time when you first see the tender/bid notice or make the first contact with the prospect, right through to winning the contract.

For many people, putting together an RFP or proposal is about as joyous as pulling teeth.

Sure ... it's a case of you have to "be in it to win it", but perhaps you've lost count of the number of times you've endured sleepless nights just to get the thing out on time, only to find yourself passed over ... yet again.

The good news is that our newly upgraded, do-it-yourself proposal creation system shows you **PROVEN, POWERFUL**, easy-to-implement ways to maximise your proposal and bidding success.

The program is called, "*Proposals, Bids and Tenders that Sell*" and on the following page, I'll share some of its secrets with you.

Watch your win ratio climb dramatically ... in these 5 ways

This online manual along with the bonuses you'll read about later not only enable you to win more proposals, RFPs, bids, tenders and quotes, you

can use them to your advantage in the marketing of *every* area of your business.

1. **Watch your success rate go through the roof** - if you prepare a fair few proposals or tender/RFP responses each year, and each one is worth a considerable amount of money to you, it's easy to see how much impact a persuasive proposal will have on your sales.

It's quite possible to **increase your sales conversion rates by 50% - 200%** by learning how to write effective proposals.

2. **Prepare professional, persuasive documents 25% faster.** SAVE hours each week so you can spend more time on identifying new sales opportunities.
3. **Win more jobs without slashing your prices.** Proposals and Tenders that Sell shows you how to effectively sell the value-for-money of your offer and take the focus AWAY from price.
4. **Generate more repeat business** from your existing clients.
5. **Increase your market share** by identifying and powerfully articulating your point-of-difference.

"... Distinct Competitive Edge ..."

"Kris Mills has taken the pain out of writing tenders and proposals, so that you have a **distinct competitive edge** that makes you head and shoulders above everyone else bidding for your customer's business. Kris you are a genius!!!"

Keith Abraham - Company Director
Best Selling Author - Professional Speaker

One of the **BIGGEST secrets** is going in to bat with the "right" strategy!

Before you even begin it's important to think about the proposal preparation process from a strategic point of view -- who the buyer is, what is important to them, what you can offer and what sets you apart from all other bidders.

"Proposals, Bids and Tenders that Sell" shows you how to develop the most powerful win strategies in a number of key areas.

For instance, you will discover:

- **Fact finding techniques:** how to dig out priceless information on your prospect's core needs, criteria, and what your competitors are doing ... plus how to use this information to your advantage;
- **12 Things Most Businesses Look For** When Choosing a Supplier;
- **Psychographic research ...** understanding the mind of your buyer;
- **26 points to consider to** determine whether or not your offer is perceived to be credible in the eyes of the decision maker;
- 3 factors that determine your success in any sales situation;
- **16 questions to ask to uncover the buyer's core needs;**
- **Competitor analysis techniques** to identify how you compare;
- **Differentiation strategies that set you apart;**
- A **Comparison Chart** that gives your buyer a "warts and all" comparison of all players;
- **Step-by-step instructions** (and some excellent examples) for developing **your own point-of-difference**;
- **Tender/proposal planning schedule, checklists and action plans** to ensure each document you submit has **ALL** the elements of success.
- **The Value Equation:** how businesses perceive value and how you can communicate your price so it convinces your prospects that they will receive an excellent return on their investment;

What people say about Kris' copywriting talent ...

"... improved our hit-rate from under 10% to between 70–80% ..."

*One of our most recent and successful campaigns orchestrated by Kris is our commercial insurance direct mail campaign which achieved immediate results and improved our **hit-rate from under 10% to between 70–80%** ... the results are testimony to the value she can add to a business such as ours.*

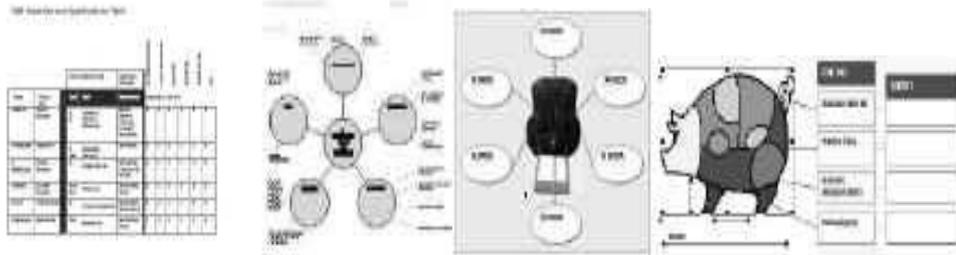
Kerry Daly — Former Managing Director,
The Rock Building Society, Rockhampton, Qld

Strategic manouvreing, proven sales tactics and "salesmanship in print"

Inside the e-manual you will learn the winning structure to use ... sections that not only addresses all the set criteria but also address it so it works in YOUR favour. You'll also learn that elusive art of producing "salesmanship in print".

For instance:

- Uncover **PRICING STRATEGIES** that take the focus away from price and on to value for money;
- Discover key ways to show prospective clients how they'll receive exceptional value for money ... *even if your prices are at the top end*;
- **See how to addresses ALL the key selection criteria in the most powerful way possible** ... even if there are areas where your qualifications fall short;
- Find out how to let your prospect know what to expect and **get them excited about what they're about to read inside your document**;
- Learn how to articulate your delivery or production methods so you stand out head and shoulders above your competition;
- **Uncover ways to subconsciously influence a buyer** into writing selection criteria that favours your company;
- See how to sell the expertise of your team members in a way that gets noticed;
- Witness an ever so clever way of **playing down your shortcomings and highlighting your strengths**;
- Look at how to use charts to sell your services and attract attention in a boring section of your document;



- Discover layout techniques to maximise readability and create a "wow" impression;
- Find out how to handle any possible buying objections in advance and turn those objections into buying triggers;
- Learn dozens of **proven copywriting techniques** to help you write persuasively; and
- See how to prove your claims and allay skepticism of your claims... and much, much, much more.

What people say about Kris' copywriting talent ...

"... turnover has more than doubled ..."

"In short, our turnover has more than doubled in the last financial year, during a recession and much of that has been due to your great service. Your marketing pack has car dealers instantly ready to deal with us. This used to take two – three months of hard selling."

Warwick Lindsay — Duco Magic, Brisbane, Australia

Those "must have" PLANNING tools

Naturally, when it comes to writing Government RFP's especially, planning is a critical part of the process.

Without the right storyboarding, strategising and planning, and without following the right procedures, there's a good chance your document won't be anywhere near as effective as it could be.

Inside the Proposals that Sell manual you'll find a whole bunch of tools to help you plan each and every phase of the proposal production process.

You'll receive in MS Word format and in PDF format, the following, fully customisable forms and checklists:

- Bid Evaluation Checklist;
- Proposal Production Master Schedule;
- Purchasing History and Sophistication Questionnaire;
- Information Gathering Checklist;
- Company Research Table;
- Needs Analysis;
- Competitor Analysis;
- Strengths, Weaknesses Opportunities Analysis;
- Resource Schedule;
- Post-proposal Completion Checklist; and dozens more forms that help you complete individual sections of the proposal document.

**Easy to read, easy to understand
... easy to put to work**

As you can see, "Proposals that Sell" is absolutely packed with information (there's 245 pages of instruction and 100+ pages of templates).

It's written in an easy-to-understand way PLUS you receive it in an emailable format so you can start applying the principles immediately.

**You also get 53 template checklists,
letters, forms and planning worksheets
that slash your creation time
and significantly boost the quality of your content.**

... plus sample tender information, proposals, and quotes, tender production checklists, sample action plans and a variety of forms that take the hard work and confusion out of the tendering process.

You receive 11 nurturing letters, two fully-blown proposals that you can adapt to suit your own needs, and all sorts of forms, checklists and worksheets.

How to understand Government purchasing red tape and make it work for you

Unless you're an old hand at submitting AND winning Government tenders, it's all too easy to find their procedures rather confusing. This section simplifies the process for you.

If you're an Australian business you'll find valuable information on how to understand the different Government purchasing processes - Expressions of Interest, Request for Quotation, Request for Tender, Request for Proposal and how the procurement process works. If you're located in USA or UK you'll find links to some websites that give you specific information on Government purchasing in your country.

No matter where you live in the English speaking world, the principles of writing persuasive proposals are exactly the same. It's simply a matter of adapting them to suit the Government purchasing processes of your particular country.

Easy to Understand. Easy to Put to Work.

As you can see, "Proposals and Tenders that Sell" is **absolutely packed with information** (there's 100+ pages of templates and 245 pages of strategic information).

What's more, it's written in an easy-to-understand way PLUS you receive it in an emailable format so you can start applying the principles immediately. The templates are in MSWord so you can easily integrate them into your current word processing files.

For more details on what's inside the program visit <http://www.wordsthat sell.com.au/proposalsthat sell.htm>