

TOP 10 TENDER WRITING TIPS

**SHARPEN YOUR APPROACH, AVOID COMMON PITFALLS,
AND STAND OUT FROM THE COMPETITION.**



PROOF
COMMUNICATIONS

TOP 10 TIPS

FOR TENDERS, BIDS, AND PROPOSALS

1

BID SMARTER

Too often, businesses say yes to every tender opportunity. This scattergun approach can be a real drain on resources and money. Make sure you ask yourself: 'Is this tender appropriate for my business? Does it fit with our strategic plan?'. If you decide to go ahead, understand that tenders are time-consuming, and generally involve input from a lot of people within the business. Do you have the people, time and resources to do the best possible job?

2

BE PREPARED

When the tender documents land in your inbox, you want to be ready - but don't confuse 'activity' with preparation. Focus your team's efforts on agreeing upon key messages and strategies that will give your response structure, purpose and cohesiveness.

[Better prepare for a tender >](#)

3

LISTEN

If you have an opportunity to meet with the prospective client, don't use this time to push your product or solution. Learn as much as you can about their needs and pain points by listening. The more insights you gain, the more your proposal will align with their needs.

[The importance of listening >](#)

4

ANSWER EVERY QUESTION AND WATCH YOUR WORD COUNT

Never submit a tender that includes blank spaces, or unanswered questions. And always stick to the word count specified. There's no point dedicating hours and hours of your precious time to a tender, only to find out it was excluded for being noncompliant.

[Learn more about compliance >](#)

5

MAKE LIFE EASY FOR THE EVALUATOR

If you follow the structure of the Request for Tender or Request for Proposal, you will be providing your prospective client with the information they're after, in the order they'd prefer. Simple. It will also demonstrate you've read the request thoroughly and can follow instructions.

6

INCLUDE AN ENGAGING EXECUTIVE SUMMARY

Unless the tender documents specifically instruct you not to (remember – following instructions is important), provide a snapshot of your proposal in a punchy, benefits-focused executive summary. Use sub-headings for ease of reading and do leave it until last to write – it's usually easier that way!

7

IT'S NOT ALL ABOUT YOU

Although it's natural to focus on your company and services when answering questions, your prospective client wants to know: 'What's in it for me?'. Try putting yourself in their shoes and tell them what's in it for them in a compelling way.

8

PROVE IT

Don't simply write about what you intend on doing. Show your prospective client that you've done it before, and well, by providing examples of work to support your statements.

9

EDIT, EDIT, AND EDIT AGAIN

The character limit is your friend; see it as an opportunity to improve your response. A tightly crafted response is more compelling, easier to read, and helps your key messages stand out. If this is not your strong suit:

Leave it to the professionals >

10

THE DETAIL'S IN THE APPENDIX

Don't dilute your core messages in a vast sea of detail about your business. Instead, use an appendix to provide additional information – but again, only if the client wants it. Just make sure you accurately reference your appendices throughout your tender or proposal.

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Call 1300 776 637

email info@proofcommunications.com.au

or visit proofcommunications.com.au



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