



LESSON  
#6

## WRITE COMPELLING AND PERSUASIVE CONTENT

Your formal submission is the only way the client can assess then select you. For this reason, you need to make sure that your submission presents a compelling case as to why you should win this tender.

We have developed the following model and 8 crucial elements to ensure that every deliverable that you develop has strong, convincing technical content that transforms into a compelling, persuasive submission that makes the client want YOUR solution.

<b>Structure</b>	Ensure your response matches the client's request. Include all of the elements requested, in the precise order that the client specifies, and meet any page or word limits.	<b>15%</b>
<b>Comprehensiveness</b>	Provide the level of technical detail that the client expects, without boring them with irrelevant detail. Depth of information provides confidence.	<b>25%</b>

**Together, these 2 elements give you the basic 'test' answer. Most people stop here, but this is the starting point, not the finishing point.**

<b>Project Objectives</b>	Demonstrate that you understand the client's big picture and that your solution will meet, or exceed, their expectations.	<b>10%</b>
<b>Risks and Challenges</b>	Demonstrate that you understand what keeps the client awake at night and how your solution resolves or mitigates those risks and challenges.	<b>10%</b>
<b>Evidence</b>	Include evidence and proof points of your past successes, such as numbers, facts, details, diagrams, photos, testimonials, case studies, project sheets, statistics...	<b>10%</b>

**When you've added these 3 elements, you've developed a robust and detailed technical response. The client feels confident in your approach and believes you can provide a good outcome for them.**

<b>Unique Approach</b>	Show that your solution is unique to the client. This is the most crucial – and most difficult – of the 8 elements.	<b>10%</b>
<b>Competitive Edge</b>	Speak in the client's language, put them at the centre of your answer, emphasise your strengths, mitigate your weaknesses and ghost your competition.	<b>10%</b>
<b>Win Themes</b>	Weave your tender strategy and key messages throughout every deliverable to create a cohesive strategic narrative.	<b>10%</b>

**When you've added these final 3 elements, you've transformed your technical response into a compelling and persuasive proposal. Now the client sees your solution as their preferred solution.**