



# YOUR PERSONALISED REPORT

## THIS BENCHMARKING REPORT HAS BEEN PREPARED FOR [YOUR ORGANISATION]

Our review scope was limited to the main response text of the following source documents:

- **NSW RFT 001234**  
Title of your supplied document
- **RFQ VIC-56789**  
Title of your supplied document
- **EOI AUS-1011123**  
Title of your supplied document

In our analysis we compared these documents with bidding better practice across seven key focus areas. These areas are defined and explained on each page of this report, along with relevant examples of better practice in action.

The source documents we examined demonstrated some elements of better practice which we have marked as 'Positives' within each focus area. We also identified gaps in each area, and these are highlighted as 'Areas for Improvement'. Where possible, we have given examples from your source documents.

Finally, we have provided our own subjective rating for each area of focus, along with suggestions for improvement. We anticipate working with you to address these gaps, helping you realise improvements to the clarity, accuracy and persuasiveness of your future bids.

As part of our benchmarking service, we welcome the opportunity to talk to you about our findings and expand on the elements we have highlighted.



# 1 WRITING ACCURACY

WRITTEN CONTENT SHOULD BE CORRECTLY SPELLED, PROPERLY PUNCTUATED & CONFORM WITH ESTABLISHED STANDARDS OF FORMAL, WRITTEN GRAMMAR

## WHY IS IT IMPORTANT?

- ✓ **TO AVOID AMBIGUITY**  
Inaccurate language can convey unintended meanings or render tender responses non-compliant
- ✓ **TO DEMONSTRATE YOUR PROFESSIONALISM**  
A buyer's confidence in your product or service is easily eroded by the presence of mistakes in your documents

## WHAT DOES BETTER PRACTICE LOOK LIKE?



**SPELLING**  
DOCUMENTS ARE CHECKED FOR CORRECT AUSTRALIAN ENGLISH SPELLING



**CLAUSES**  
SENTENCES EXPRESS COMPLETE THOUGHTS & CONTAIN ACCURATE SYNTAX



**GRAMMAR RULES**  
LANGUAGE FEATURES CONSISTENT USE OF SUBJECT, PREDICATE, TENSE & CASE



**PUNCTUATION**  
MARKS, CAPITALISATION & BRACKETS ARE ALL USED CORRECTLY

## OUR ANALYSIS OF YOUR BID DOCUMENTS:



### POSITIVES:

- You used Australian English consistently
- Most sentences accord with grammar rules



### AREAS FOR IMPROVEMENT:

- We found several spelling errors: we recommend that you run a careful spell check before final draft of every document - especially the names of your buyer
- Review all sentences for major and minor grammatical errors prior to final draft



### EXAMPLES:

- Spelling errors: It's - its (possessive), armored - armoured (US spelling), organization (US spelling), Acme Ltd - Acme Pty Ltd (check buyer details)
- Minor grammatical errors:
  - "We **has** not entered or **propose** to enter into any agency **arrangments** relevant to this contract."
  - "Our purpose-built software solution is capable of not only facilitating case management activities, but also to **manage** the necessary payment tasks and back-office administration"
  - "Acme Systems **was been** established in 1975"

YOUR RATING:  
**30%**

ENSURE THAT EVERY SINGLE FINISHED BID IS REVIEWED FOR CORRECT SPELLING & GRAMMAR

# 2 WRITING CLARITY

TENDER DOCUMENTS NEED TO CONVEY KEY FACTS & DETAILS ABOUT YOUR OFFERING, DOING SO CLEARLY & PRECISELY

## WHY IS IT IMPORTANT?

- ✓ **TO AID COMPREHENSION**  
The buyer needs to understand the key elements of your offer and must not miss compelling reasons to buy
- ✓ **TO ENCOURAGE READING**  
Instead of creating hurdles, clear and precise text is inviting to read and review

## WHAT DOES BETTER PRACTICE LOOK LIKE?



### PYRAMID PRINCIPLE

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### PLAIN ENGLISH

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### WORD CHOICE

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### PARAGRAPHS

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### SUBHEADINGS

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### LISTS

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## OUR ANALYSIS OF YOUR BID DOCUMENTS:



### POSITIVES:

- Your responses appear to be compliant with the RFT questions and are clear
- Written content is business-like and straightforward



### AREAS FOR IMPROVEMENT:

- There are large sections of content which are tiring to read - considering using subheadings
- Some sentences contain more than one idea and would benefit from an edit
- Avoiding referring to your organisation in the third-person
- There are many opportunities to use bullet points instead of long comma-separated lists



### EXAMPLES:

- Risk Management section: employ subheadings such as: **"Our approach to risk"**, **"Our Industry Certifications"**, etc.
- Edit for clarity: "We have developed and implemented, as a subset of our accredited Quality System, a technical regulatory framework which ensures that all technical risks are identified and managed by appropriately qualified people applying best industry practice.." **Becomes:** "As a subset of our accredited Quality System, we have implemented a technical regulatory framework. We use it to identify and manage all technical risks using qualified people in line with industry best practice."

**YOUR RATING:**  
**50%**

**CONSIDER USING A TENDER CONSULTANT TO PERFORM A FINAL REVIEW FOR CLARITY, BREVITY & IMPACT**

# 3 BUYER FOCUS

ORGANISATIONS ISSUE TENDERS TO SOLVE BUSINESS PROBLEMS, SO CONTENT SHOULD FOCUS MOSTLY ON BUYER BENEFITS & SOLUTIONS

## WHY IS IT IMPORTANT?

- ✓ **TO PERSUADE**  
Compelling bids centre on ways to reduce risk, decrease cost or improve operations for buyers
- ✓ **TO DEMONSTRATE HUMILITY**  
Buyers value suppliers that prioritise their needs over their own, from the initial bid through to implementation

## WHAT DOES BETTER PRACTICE LOOK LIKE?



### BENEFIT-DRIVEN

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### BUYER FIRST

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### CUSTOMER VALUE PROPOSITIONS

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### ACTIVE NOT PASSIVE

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### REVIEW

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## OUR ANALYSIS OF YOUR BID DOCUMENTS:



### POSITIVES:

- Active language is used on occasion but sparingly
- Limited use of the buyer's name



### AREAS FOR IMPROVEMENT:

- Use active language wherever possible - especially when talking about taking on responsibility
- Link your capabilities to specific buyer benefits response, making these shine in the Exec Foreword
- Increase references to the buyer wherever possible
- Add a buyer-focused summary paragraph at the top of each major section showcasing the benefits of your solution



### EXAMPLES:

- Consider re-framing your Product Overview to reflect benefits to the buyer (e.g. **Australian reach, certified product range, comprehensive service network, future roadmap, etc.**)
- Edit to include more active language: "Environmental management flows down to our sub-contractors" **becomes** "We make sure that our approach to environmental management applies to the activities of our sub-contractors..."

YOUR RATING:  
**50%**

CONSIDER USING A BID WRITER TO REWRITE YOUR NEXT TENDER: YOU CAN REUSE MUCH OF THE CONTENT FOR FUTURE BIDS

# 4 PROOF POINTS

PROVIDE SOLID EVIDENCE THAT YOU CAN DELIVER ON YOUR BID PROMISES BY PROVIDING DATA, REFERENCES, TESTIMONIALS & CASE STUDIES

## WHY IS IT IMPORTANT?

- ✓ **TO DEMONSTRATE ABILITY**  
Data and figures add weight to your claims and help the buyer visualise your offer more tangibly
- ✓ **TO REDUCE PERCEIVED RISK**  
Sound evidence boosts the buyer's confidence in your ability to deliver
- ✓ **TO WIELD A COMPETITIVE EDGE**  
Proof points linked to customer value propositions can build desire for your offering

## WHAT DOES BETTER PRACTICE LOOK LIKE?



### PERFORMANCE

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### CAPABILITIES

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### SERVICE

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### MAKE THEM UNMISSABLE

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### REVIEW

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## OUR ANALYSIS OF YOUR BID DOCUMENTS:



### POSITIVES:

- Your inclusion of letters of support are powerful
- Your table of existing contracts demonstrates your reach and range



### AREAS FOR IMPROVEMENT:

- Your content lacks specific case-studies to show your capabilities in action
- Consider soliciting testimonials from your satisfied clients to add a human touch to your past contracts
- Develop a powerful set of unique value propositions linked to specific proofs to differentiate you in your industry
- Style proof points differently to the main response text they support



### EXAMPLES:

- Exec summaries are ideal places to add key proof points
- Within each main section, a case study, testimonial or key fact could be highlighted within the response text

YOUR RATING:  
**60%**

PREPARE A LIBRARY OF CATEGORISED PROOF POINTS & REFERENCES TO USE IN FUTURE TENDER RESPONSES

# 5 TEMPLATE DESIGN

ENSURE THAT YOUR RESPONSE TEMPLATE IS READABLE, ATTRACTIVE & REFLECTS YOUR PROFESSIONALISM & DESIRE TO WIN

## WHY IS IT IMPORTANT?

- ✓ **TO IMPROVE READABILITY**  
Well-designed documents are easy for the buyer to navigate, read and review
- ✓ **TO UNDERScore QUALITY**  
A professionally-designed bid document proves to the buyer that you care about your product or service

## WHAT DOES BETTER PRACTICE LOOK LIKE?



### WHITE SPACE

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### HEADERS & FOOTERS

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### SECTION BREAKS

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### COVER PAGES

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## OUR ANALYSIS OF YOUR BID DOCUMENTS:



### POSITIVES:

- Your documents reflect your corporate branding, using approved fonts, logos and colour schemes
- Good use of templated cover designs



### AREAS FOR IMPROVEMENT:

- Actual content text uses inconsistent text styles
- Tables are cramped and do not reflect branding standards for colour or font
- Many of your attachments appeared to be styled using older branding / logos and design cues - consider updating them to reflect your current branding



### EXAMPLES:

- Tables in both responses varied in spacing, colour, size and styling (specifically table and cell borders)
- Some table text failed to wrap within the cell, making reading difficult
- Attachments 3, 4 and 7 appear to be using dated branding and a different version of your corporate logo

YOUR RATING:  
**70%**

COMMISSION THE REFRESH OF YOUR TEMPLATES & SUPPORTING DOCUMENTS TO USE FUTURE BIDS

# 6 TEXT STYLING

TEXT SHOULD BE HIGHLY LEGIBLE, EASY TO FOLLOW & STYLED SO AS TO ISOLATE KEY POINTS THAT EVEN SKIM-READERS WILL ABSORB

## WHY IS IT IMPORTANT?

- ✓ **TO AID LEGIBILITY**  
Properly set text reduces reviewer fatigue and aids readability
- ✓ **TO HIGHLIGHT KEY MESSAGES**  
Careful text styling ensures that time-poor decision-makers absorb key messages even when skimming

## WHAT DOES BETTER PRACTICE LOOK LIKE?

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### FONT

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### TEXT SIZE

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### JUSTIFICATION

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### SPACING

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### VARIATION FOR EMPHASIS

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### TEMPLATED STYLES

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## OUR ANALYSIS OF YOUR BID DOCUMENTS:



### POSITIVES:

- Very consistent use of text styles  
- likely imposed by template
- Some use of emphasis for important phrases



### AREAS FOR IMPROVEMENT:

- No use of colour to make sections stand out (alternating colour for subheadings would make the documents more easily navigable)
- Inconsistent use of bold, italics and underlining when emphasising key points
- Fully justified text: left-justified for future bids



### EXAMPLES:

- Your documents use both left-justified and fully-justified text which creates readability challenges
- Consider using 1.5-line spacing for responses without page limits - some of the content of your second document was cramped and difficult to read

YOUR RATING:  
**70%**

USE A PROFESSIONAL TENDER TEMPLATE TO ENFORCE TEXT STYLES CONSISTENTLY ACROSS YOUR TENDER DOCUMENT



# 7 VISUAL DESIGN

USE INFOGRAPHICS, DIAGRAMS & PHOTOGRAPHS TO REDUCE WORD COUNT, EXPLAIN CONCEPTS VISUALLY & HUMANISE YOUR BID

## WHY IS IT IMPORTANT?

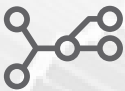
- ✓ **TO REDUCE COMPLEXITY**  
A simple diagram can often replace large slabs of text
- ✓ **TO AID RETENTION**  
Key messages are remembered more readily when presented visually
- ✓ **TO CREATE DESIRE**  
Showcasing products, software screen-shots and team photographs helps the buyer to visualise your offer in practical terms

## WHAT DOES BETTER PRACTICE LOOK LIKE?



### DIAGRAMS

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### INFOGRAPHICS

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### ICONS

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### PHOTOGRAPHS

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### ACTION CAPTIONS

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## OUR ANALYSIS OF YOUR BID DOCUMENTS:



### POSITIVES:

- Some of the more complex processes are supported with diagrams
- Compliant org charts
- Product photographs are included in supporting documents



### AREAS FOR IMPROVEMENT:

- Many of your diagrams were scaled so that the text was almost impossible to read at A4
- Add 'action captions' below all graphics to sell benefits and provide explanation
- Despite being a people-oriented service, you have not included staff photographs within the nominated personnel section
- Sections on risk management, sustainability, quality management and transition would all benefit from simple infographics to convey complex information



### EXAMPLES:

- Exec Foreword: include product images and pictures of the executive team
- Use professional staff photos in Resources 2.3
- Org chart / process diagrams would benefit from makeover from graphic designer
- Screenshots of your dashboard reports are too small and hard to read
- Action caption e.g. **"Our dashboard reports will ensure that you remain informed of all exceptions as soon as they occur"**

YOUR RATING:  
**70%**

USE A TENDER GRAPHICS SPECIALIST TO DESIGN A SUITE OF BRAND-COMPLIANT DIAGRAMS, INFOGRAPHICS & ICONS

**CONTACT**

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**DISCLAIMER**

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

Please contact Cognium Consulting for a full proposal.

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