

# Writing tender responses is probably not your core business.

But the difference between a GREAT tender – and an average one – can have a significant impact on your business success.



**So if you're going 'head to head' with fierce competitors on a bid, having the best team and the best game plan is essential.**

## That's where Plan A can help.

Our tender writing and bid management experts add bench strength to your organisation and assist you to:

- Write compelling content to make your tender stand out
- Develop winning bid strategies, and
- Optimise your tender evaluation scores.

In the last year, the 18-strong Plan A team wrote over 400 tenders across all sorts of sectors, including infrastructure, facilities management, technology, professional services and more.

We helped clients respond to tenders for contracts in NZ, Australia, the Pacific, North America, the Middle East and Africa.

## Case study: Industrial services contractor

*A specialist in their field, this company works in extremely hazardous environments to deliver time-constrained projects for their customers in New Zealand and North America.*

*Since 2011, the Plan A team has developed an in-depth understanding of their business including their operating procedures, competitive advantage, and the challenges facing their particular industry.*

*Even when faced with short deadlines, Plan A has worked closely with this client to respond to tenders – often managing different time zones and multiple inputs to produce winning bids. As a result of Plan A's involvement, this customer has won contracts worth millions of dollars, and expanded their business into new territories.*

*A key benefit for our client has been the ability to 'switch on' Plan A's help when needed, and avoid the overheads associated with in-house writing resources.*

*Over the past six years we've completed over 20 writing projects together – from website copy, to conference presentations, to tender responses for multi-million dollar contracts. And our services have been extremely cost-effective, at an average of less than \$4,000 per project.*

## Five reasons why it makes sense to have the Plan A team on your side

### 1 We know what the evaluators look for

Plan A is the ONLY tender writing company that also works closely with tender evaluators.

We understand scoring systems and preferences, and we know where the benchmarks are.

### 2 We have more experience in bid writing than anyone else

Since 1998, we've written thousands of winning bids, in just about every industry sector.

Our track record includes responding to bids from over 40 countries.

### 3 Independent, robust reviews and guidance on strategy

We have collective, detailed knowledge of civil contracting, engineering and many other sectors, so the the Plan A team asks the right questions.

We challenge you to deliver the most compelling bid possible.

### 4 Masters of organisation – the fine art of bid management

Our tender development processes have been stress-tested to the max.

We'll manage your content development, review and production so your bid comes together like clockwork.

### 5 You can get on with your day job

Using Plan A's professional Tender Writers and Bid Managers frees you to do what you're best at!

Meanwhile, we produce a compelling, polished bid to give you the best chance of winning.

## Meet some of our team ... and find out more about us at [www.planawriters.com](http://www.planawriters.com)



Heather Murray



Chris Worth



Kerrie McEwen



Christina Low



Alec Brown



Erica Welsford



Jan Marsh



Kathy Jamieson



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Monique Pearson



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