

Peter Travers

Bid support services

Persuasive responses answering the underlying issues succinctly and accurately using language that is direct, straightforward and open in tone to give clear descriptions of the relevant operational capabilities and business benefits delivered

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Introduction

I provide bid support to a variety of clients operating in different industry sectors including highways and transportation, finance, Education, utilities and logistics. Typically, my clients' bids are for large multi-million pound contracts, often as a part of a joint venture that involves me working closely with colleagues from their partners. Recent bids I have contributed to include the M25 DBFO, Highways Agency Area 6, National Grid Metering, Nottingham BSF, London Borough of Richmond Highways, Southern Gas Networks, ODA Super Highway, ODA East London Logistics Centre.

Supporting the entire bid process

I support my clients' bid processes from receipt of the tender documents to bid submission, as required.

In addition to bid writing support, I offer bid strategy and planning consultancy, bid management and facilitation of bid initiation workshops.

To help develop my clients' bid teams, I offer workshops on bid writing and influencing through presentation. I also provide one-to-one coaching for bid team members.

A writing resource with added value

An essential benefit of my involvement is that I provide an extra writing resource at those points in the bid process when it is most needed and will respond quickly to help meet deadlines. However, my business background and bid experience means that I bring more than writing skills to these assignments. My added value is that I understand the business issues underlying the bid questions and can ensure that responses use the information available as effectively as possible to address them.

My clients seek my help in various ways:

- **Reviewing and revising** – I rework the initial responses sent to bid managers from colleagues in the field, or first draft responses from the bid manager and team, to produce responses to bid questions that answer the underlying issues succinctly and accurately with clear descriptions of the relevant operational capabilities/business benefits delivered.
- **Final revisions** – I ensure responses to questions adopt a standard, professional business style, are grammatically accurate and meet any structure and length constraints imposed.

During the writing stages, my interaction is usually via email and telephone. Increasingly, I also exchange bid documents directly with clients via their business portals.

The writing techniques I have developed create more persuasive documents that are easier to read because their content is expressed in precise, concise language that is direct, straightforward and open in tone.

Ethical working

The invitations I receive to work for my clients are predicated upon trust and I am fastidious about working ethically. I recognise that at times my different clients may be bidding against each other. In these circumstances I will never work for more than one client. Once I have been engaged by a client to work on a bid I will always refuse any requests from other competing clients to work on the same bid, simply explaining that I am not available at the time required.

My background

My recent career includes six years working for a US IT company in the utilities and telecommunications sectors, first as operations manager and then as European marketing manager, which I helped take to IPO on NASDAQ.

To complete the picture, I hold an honours degree in English and am a qualified teacher.

My process of engagement

1. I issue a proposal before each engagement stating the work required, my fees and terms and conditions.
2. I ask for a signed copy of my proposal, quoting a payment reference (i.e. purchase order number), to be faxed back to me as authorisation to start work.
3. I issue an invoice, accompanied by a summary of my activity, when work is completed or at the end of each month in the case of extended assignments.

My standard working day is eight hours. For urgent work, where time is available, I may be able to offer an extended working day for an additional half day's fee.

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Workshop summaries

Writing Winning Proposals

The purpose of this workshop is to provide delegates with a practical strategy for developing persuasive proposals and tender documents that prove their solution will deliver compelling benefits and best meet the customer's needs.

At the end of this workshop delegates will be more able to:

- Structure a sales proposal/tender document to meet the needs of different readers
- Analyse draft documents to identify key messages
- Separate messages from detail to create greater impact
- Use direct language in a tone and style appropriate to their reader
- Create succinct and clear written communication
- Improve the effectiveness of their writing using layout and formatting
- Identify common errors and proof-read for mistakes

Influencing Through Presentation

The purpose of this workshop is to provide delegates with processes, skills and techniques to enable them to create and deliver business presentations that persuade and influence the audience.

At the end of this workshop delegates will be more able to:

- Set specific, measurable objectives for business communications
- Understand the needs, concerns and expectations of the audience
- Use a 'message-led' approach to visual aid design
- Channel nervous energy and tension through physical delivery skills
- Respond confidently to questions
- Deal with hostility or objections from the audience when persuading and influencing
- Rehearse effectively
- Give and receive feedback in order to improve performance
- Understand the strengths and weaknesses of their personal communication style