

PROCUREMENT

# The Tender Response Template

A complete, section-by-section structure for a public-sector bid — with fill-in prompts and proven phrasing — so your next response is built on a winning skeleton instead of a blank page.

- ✓ Print-optimized
- ✓ Expert-curated
- ✓ Actionable tips

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A blank document is the enemy of a strong tender response. The best bid teams never start from zero — they start from a structure that mirrors how evaluators score, that has a home for every mandatory requirement, and that prompts the writer to provide evidence at every turn. This template is that skeleton. Adapt the headings to the buyer's required structure (always follow their order and numbering if they specify one), delete what doesn't apply, and fill the bracketed prompts with specifics.

**Golden rule:** mirror the buyer's evaluation criteria and their wording. If the tender asks about "service continuity", your heading is "Service Continuity" — not "Our Reliable Approach". Evaluators score against their criteria; make their job effortless.

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## 0. Compliance Cover Sheet

*(One page. Proves you've read and met the basics before the evaluator reaches your content.)*

- **Tender title & reference number:** [exact reference from the contract notice]
- **Contracting authority:** [buyer name]
- **Bidder / lead organisation:** [your legal entity + org. number]
- **Consortium members / subcontractors:** [list, or "N/A"]
- **Offer validity:** This offer is valid for [X] days from the submission deadline, meeting the requirement of [buyer's stated period].
- **Compliance statement:** [Company] confirms it meets all mandatory requirements set out in the tender documents and accepts the contract terms without reservation.
- **Single point of contact:** [name, role, email, phone]

## 1. Executive Summary

*(Write this last. Half a page to one page. The only section some senior evaluators read in full.)*

*Prompt: Open with the buyer's goal in their own words. State, in two sentences, why you are the right partner. Name your **three differentiators** that map to their highest-weighted criteria. Close with a confident, specific commitment.*

**Proven opening:** "[Buyer] is seeking [restate their objective]. [Company] delivers exactly this through [differentiator 1], [differentiator 2], and [differentiator 3] — demonstrated across [X comparable contracts] and underpinned by [key credential]."

## 2. Understanding of the Requirement

*(Shows you grasp their problem, not just your product. Evaluators reward demonstrated insight.)*

- **Their context and drivers:** [What is the buyer trying to achieve? What pressures — budget, regulation, end-user need — sit behind this contract?]
- **Key challenges we've identified:** [2–4 specific challenges, showing you've read the spec closely.]
- **End-user / stakeholder needs:** [Who is served by this contract and what do they need?]
- **Critical success factors:** [What will "good" look like to the buyer in 12 months?]

## 3. Proposed Solution / Methodology

*(The technical heart. Structure this to match each evaluation sub-criterion exactly.)*

For **each award sub-criterion**, create a sub-section:

### 3.x [Sub-criterion name, copied from the tender]

- **Our approach:** [How you will deliver this specific requirement.]
- **Why it works for [buyer]:** [Tailored — not generic.]
- **Evidence:** [Metric, diagram, named tool, or case example proving the claim.]
- **Compliance:** "This meets requirement [ref] in full." *(State this for every mandatory item.)*

*Prompt: Use the buyer's scoring bands as your target. If "excellent" requires "innovation beyond the baseline", explicitly describe what you do beyond the baseline.*

## 4. Delivery Plan & Timeline

- **Mobilisation / transition plan:** [First 30/60/90 days, especially if displacing an incumbent.]
- **Phases & milestones:** [Table: phase | deliverables | dates | owner.]
- **Governance & reporting:** [Cadence of meetings, KPI reports, escalation paths.]
- **Dependencies & assumptions:** [What you need from the buyer to hit the plan.]

## 5. Team & Capability

- **Project organisation chart:** [Roles and reporting lines.]
- **Key personnel:** [Named individuals, role on this contract, relevant qualifications, one-line track record. Attach full CVs as annexes if requested.]
- **Capacity & continuity:** [How you cover absence, holidays, and scale-up.]
- **Subcontractors / partners:** [Who, what they deliver, and the management arrangement.]

## 6. Relevant Experience & References

*(Evidence that you've done this before. Tailor each reference to resemble the tendered work.)*

For each reference (usually 2–3):

- **Client & contract:** [Name, sector, value, dates.]
- **What we delivered:** [Scope, mirrored to this tender's scope.]
- **Measurable outcome:** [Quantified result — "reduced X by 30%", "delivered 2 weeks early".]

- **Relevance to this contract:** [One sentence connecting it to the buyer's need.]

## 7. Quality, Risk & Compliance Management

- **Quality management:** [System/standard, e.g. ISO 9001, and how it applies here.]
- **Risk register:** [Top risks | likelihood/impact | mitigation | owner.]
- **Health, safety & environment:** [Relevant policies and certifications, e.g. ISO 14001.]
- **Information security & GDPR:** [How data is protected; ISO 27001 if held.]
- **Business continuity:** [How service continues through disruption.]

## 8. Social Value & Sustainability

*(Increasingly weighted under Art. 67 secondary considerations. Be concrete and measurable — vague pledges score nothing.)*

- **Environmental commitments:** [Specific, measurable — e.g. carbon reporting, low-emission logistics.]
- **Social commitments:** [Local employment, apprenticeships, accessibility, supply-chain ethics.]
- **How we'll measure and report it:** [Metrics and reporting cadence.]

## 9. Pricing

*(Use the buyer's pricing schedule / Bill of Quantities format exactly. Never substitute your own layout.)*

- Complete every line of the supplied schedule — no blank cells (use "0" or "included").
- State VAT treatment exactly as instructed (excl. or incl.).
- **Price narrative (if permitted):** [Briefly justify value — total cost of ownership, what's included, why it's competitive without being a loss-leader.]
- Confirm prices are **fixed for [period]** or note the indexation mechanism.

## 10. Declarations & Annexes

- ☐ ESPD / EEEF completed and signed
- ☐ Signed mandatory declarations (anti-corruption, conflict of interest, GDPR)
- ☐ Certificates (ISO, insurance, licences)
- ☐ CVs of key personnel
- ☐ Financial statements / proof of economic standing
- ☐ Any buyer-specific forms, completed on their templates

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## Writing Tips That Lift Your Score

- **Answer the question asked.** Re-read each requirement after drafting and confirm you addressed *it*, not a related topic.
- **Lead with the point, then evidence.** Evaluators skim; put your compliance statement and key claim first, detail after.
- **Quantify everything.** "Improved response times" is weak; "cut average response time from 4 hours to 45 minutes" scores.
- **Respect the limits.** Stay within word/page caps — over-limit text is typically ignored.

- **Use white space and headings** that mirror the criteria, so the evaluator finds each answer instantly.
- **Get a fresh reviewer** to score your draft against the published criteria before submission.

## How Tenderen Builds This Response For You

This template is the manual version of what Tenderen automates end to end:

- **The AI bid writer** generates a first draft for each section above, structured around the tender's actual evaluation criteria and populated from your company profile.
- **Content reuse** pulls your best wording, references, and CVs from previous winning bids in your document library — so you never rewrite the same answer twice.
- **AI document analysis** maps every mandatory requirement and sub-criterion to a section, so nothing is left unanswered.
- **Team collaboration** keeps reviewers, version control, and approvals in one place through to submission.

Start your next response from a winning draft, not a blank page — free at [tenderen.com](https://tenderen.com).

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