



Take flight in 2026



## Sound familiar?

Bidding for contracts is a key element of your business growth strategy

You've worked hard to build your company. It's stable, profit-making, and ready for the next step

You might already hold a few legacy contracts but are frustrated by today's complex tendering processes

You recognise the benefits of investing in outside help, but you want to maintain control

You're understandably reluctant to outsource your bid content to a faceless agency

You're thinking about creating a bid team but aren't sure how to give your staff the skills they need

You know your business inside out, but when it comes to bidding for contracts, you know you need an expert



## Specialist expertise for UK SMEs

I'm Lyndsey Wray, Independent Chartered Management Consultant, and founder of UK Bid Writer.

I work closely with carefully selected SMEs at Director/CEO level, helping companies like yours to consistently produce high-scoring bids, without the cycle of stress.

Over my 35+ year career, I've worked with hundreds of micro, small and medium sized businesses. Since 2010, I've focused solely on helping UK SMEs across a variety of sectors navigate the UK and EU's intensive tender procedures.



My approach with all my customers is collaborative and straightforward.

I believe that **you know your business best** and that with the right combination of support you can grow your company into what you want it to be.

Through a structured evaluation of your tendering practices and bid materials, I'll show you where a lack of skills, time and resources, and other internal challenges are holding you back.

Together, we'll figure out which contracts are right for your company and develop a clear and unique blueprint for improvement and optimisation.



## I'll get to know you, your business and your goals

Identify your short, medium and long term aims

Understand how much - and how fast - you want to grow

Work out the right balance between tendered contracts and other revenue

Talk through past opportunities – the successful, the not so successful and the ones that got away

Explore how different approaches might work

Weigh up whether to train existing staff or recruit new people to the team – or both



## I'll evaluate what you've already got and what you need

Review and assess current bid materials

Examine past bids and feedback from contracting authorities

Find bottlenecks and 'pain points' in your organisation

Look at company certifications, registrations, memberships and voluntary schemes

Develop bid writing and tender management training and coaching programmes for existing staff

Explore recruitment options for new staff



## We'll make a clear, realistic plan

Develop a Bid/No Bid strategy that makes choosing the next opportunity simple

Schedule training for key staff

Start recruitment for specialist bid staff

Outline requirements for an easily adaptable bid content library

Create a timetable for company certification

Set up alerts for potential opportunities



## We'll put the plan into action

Choose the next tenders

Undertake pre-bid training and skills development

Provide coaching through live bids

Offer mentoring and support for senior staff

Move forward with quality and other management system certification processes

Pull the best content into the bid library for future use



## We'll adjust the plan

Review bid scores and feedback

Debrief the bid team – what went well and what could be improved

Evaluate competitors' bids – their strengths, weaknesses, CSPs and USPs

Add to and improve the bid content library

Optimise internal processes

Get ready for the next bid





Prepare for take-off

# UK **BID WRITER**

— consultancy —  
— writing and training —  
**for SMEs**

## Contact me today

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