

Tender Submission Letters—Introducing the Potential Supplier to the Buyer

A frequently asked question from our clients is what to include in a Tender Submission Letter, so in this blog we will provide a simple guide to writing an effective tender submission letter to help ensure that you can make a positive first impression with the Buyer.

Always remember if you aren't successful in winning specific work with the Buyer, overall writing a tender can often ensure that you learn for future bids, feedback will be provided on your submission from the Buyer so it is always useful you get this to help improve for bid submissions for other opportunities you prepare for.

Formats of a Tender Submission Letter do vary and should be tailored specifically to what the Buyer is looking for and what your company wants to highlight. Below gives a guideline and indication on what should be covered before submitting:

Dear [Buyer's Main Contact Name],

Firstly, let me thank you for inviting [Supplier Name] to tender. We welcome the opportunity to provide [Buying Organisation Name] with the enclosed proposal for [Title of the requirements / project that the Tender is for].

Highlight the reasons why you should be awarded the Tender. Provide background information on your company and previous successes you have had that are relevant to the requirements you are bidding for. This doesn't need to be really long, but you need to demonstrate the benefits of the Buyer selecting your organisation against other competing organisations. Persuasive writing in this area is therefore key, and back up any points with evidence.

If our proposal is accepted, our aim is to start the project on [enter date] and expect it to take [x amount of time]. Our plan of action includes [enter several points on what you will be doing]. This will summarise what is included in the tender, it may be best to summarise in what order this is included (like the following) – Page 1 = [x] Page 2 = [x] (a brief list of these allows the reader to easily know where they are looking).

I believe that our proposal covers all the areas of our service that we hope to provide to you if [Supplier Name] are selected.

If you have any question or queries relating to the enclosed proposal, please don't hesitate to contact me I have provided my contact details below, so we can arrange a time to discuss this in more detail if required:

[Insert contact details].

Thank you for considering our proposal.

Kind Regards ,

As the above demonstrates, a Tender Submission Letter doesn't need to be overthought, and should be kept as a brief summary of what is included in your overall submission. It should outline the key characteristics and advantage of appointing your organisations and highlight the strengths of your tender submission. However, this doesn't mean that the importance of the cover letter should be reduced, the quality of this letter can be reflective of the quality of the tender submission by the Supplier, and helps provide a positive first impression. Make sure you put time into your letter, follow a simple structure, similar to the above, and add some value to your submission by ensuring the Buyer knows exactly what they are about to read.

If you have any questions in regards to writing tenders, or want to enquire about the bid management services we offer at Apsiz, please email us at: enquiries@apsiz.co.uk