

ARTICULATING YOUR OFFER

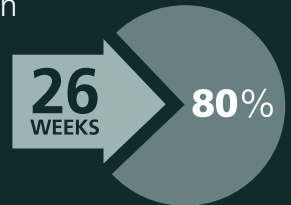
- Give your 'elevator pitch':
This is a short summary
used to quickly & simply
define your organisation
& its value proposition
- Who do you work with?
- Give a short overview of your delivery model
- Where do you deliver?
- Give an example of a key service or contract you
deliver, and where
- Check that you have covered the basics:
who, what, when, where, why and how

UNIQUE SELLING POINTS (USPS)

- Define your key USPS – these could relate to things like
your delivery experience, performance, partnerships,
staff or delivery locations
- Be concise – keep them punchy
- Resist the temptation to oversell your organisation or use
vague sales talk
- Make sure you review your USPS regularly as they may
change from buyer to buyer
- There is no 'correct' number
of USPS, but we
suggest 5-6 is plenty

IMPACT

- What is the impact of your work?
Be as precise as possible, and provide evidence if
possible e.g. 'During 2012/13, the job sustainment
rate of our cohort was 80% at 26 weeks', not just
'we produce excellent results in
supporting our customers
to start work'
- Make this visual if
you can (as per example)
- Provide a quote, ideally
from a significant
stakeholder or
customer, giving
feedback on why
they value your service



QUALITY STANDARDS AND AWARDS

- List, or include logos of any quality
standards you have achieved,
for example, ISOs,
Investors in People,
Matrix Standard, or others
 - Showcase any relevant
awards you have received

CONTACT DETAILS

- List your registered trading name and charity
/organisation registration number
- List your registered office address and phone/email
- Include a link to your website and provide a single
point of contact for more information

Other things to think about...

01

Keep it short! This document should ideally be one page, or two at the most. Use punchy, concise sentences which grab and hold the reader's interest.

02

Make sure all the language you use is simple and clear. Do not assume the reader knows your organisation, or understands the terminology you use. Ideally, get someone external to your organisation to proof read the document before finalising it.

03

You might want to include one extra page which is relevant to a specific contracting opportunity. This should contain additional USPs which are specific to this opportunity – so you will need to have thoroughly read the Specification and any other information available to you. If you plan to do this, make sure you use language which reflects the bid Specification or other prime/commissioner documents – pay attention to the simple things like matching their terminology for 'service ser/beneficiary/customer'.

04

If you are creating an extra page relevant to a specific contracting opportunity, makes sure you have a thorough understanding of the opportunity. There is no point selling your excellent results in 'helping young offenders to access sustainable housing' if this is an employment contract for adults. This will detract from your proposition. Everything you say needs to demonstrate that you understand the opportunity at hand, and are ideally placed to offer a solution.

05

Don't be tempted to include unit prices on this document: it is intended to provide an introduction and overview of your organisation, not to serve as a negotiation tool. You don't yet know if the prime contractor or commissioner wants to buy from you, what they want to buy (interventions, outcomes, volumes), or the amount they are able to pay.