

**TEMPLATE**

Answer plan

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## Answer plan

Use this template table to plan your answers.

|  |  |
| --- | --- |
| **Question No.** | [Insert] |
| **Question title** | [Insert] |
| **Question text** | [Insert] |
| **Page/word/character limit** | [Insert] |
| **Weighting** | [Insert] |
| **Evaluation criteria** | [Insert] |
| **Inferred narrative** | *[Guidance note]. Why is the customer asking this question in this way – what are they worried about, what do they need, and what do they want to see? This helps us demonstrate empathy and understanding.*  **Response:** |
| **Win themes and keywords** | *[Guidance note]. Insert relevant win themes/key messages/key customer words relevant to this question.*  **Response:** |
| **What must we reference?** | *[Guidance note]. If the question needs to reference specific requirements or a customer document, indicate here.*  **Response:** |
| **Terminology** | *[Guidance note]. Are there any roles, technologies, standards, methodologies, subcontractors, dates, quantities, etc that you need to refer to in this section? Add them here to promote their consistent use across the response.*  **Response:** |
| **Evidence** | *[Guidance note]. List evidence, processes, examples, proof, case studies relevant to this question that should be referenced in the answer.*  **Response:** |
| **Benefits/added value** | *[Guidance note]. List where you can offer additional benefits to the client, or added value above what they have asked for in the specification.*  **Response:** |

## OUTLINE RESPONSE

[Break the question into subheadings and add bullets for what you need to cover. Follow the order the customer uses. If you need to reference contract schedules or customer requirements, think about where that needs to be. Add graphics ideas and placeholders for the evidence and added value ideas].

[Guidance note: you can use a table for this, but once you start drafting the response it will make formatting, word counts and writing in general harder, so move out of the table as soon as the structure is there, or start without it as we have below. Do not complete this document and then file it somewhere – start to draft iteratively and then you and the reviewers will remember the information in the table above. If you have to use a customer template then copy the tables above into that, and remember to remove them before submission]

**Sub-heading**

[Guidance note: This is your introduction (you don’t need the sub-heading “Introduction” because that takes up space and words, and is obvious). Confirm that you meet the requirement and introduce your solution to give context to the sub-parts that follow. This should be client-focussed and specific to the topic of the question, not a company overview.]

[Insert planned answer here]

**Sub part**

[Insert planned answer here]

**Sub part**

[Insert planned answer here]

**Sub part**

[Insert planned answer here]

**Summary**

[Repeat your benefits, value-add here.]