

# Datore Releases Free Tender Language Kit to Help FM Service Providers with Winning Bids

2 months ago



*New resource gives bid and business development teams the language needed to answer the data and AI questions now appearing in FM tenders.*

**Datore**, the UK's only subscription-based data department specialising in the built environment, has released the FM Tender Language Kit - a free, practical guide for FM service providers navigating the growing number of data and AI questions appearing in client procurement processes.

The 5 Questions on Data & AI that Procurement Teams Are Now Asking

The kit covers five question categories now regularly appearing in FM tenders:

- management information & contract performance
- health & safety evidence
- workforce planning & agency usage
- client-facing reporting & data access
- use of data & AI in service delivery
- + a bonus on mobilisation & data transition

For each, it lays out the patterns that separate winning answers from the compliance-copy responses that

don't cut it anymore.

“Procurement teams are asking much harder questions about data than they were two or three years ago, and most bid teams we speak with aren't ready for them. The answers are getting written on the fly, under deadline, by people who weren't in the room when the data strategy was set, if indeed there is a data strategy” said David Leslie, Head of Strategy at Datore. “This kit shows you how to answer with evidence rather than aspiration, and what that looks like in practice.”

#### From Compliance Copy to Evidence-Led Bids

The kit identifies a pattern Datore calls “the compliance-copy trap”: bid responses that read as policy statements rather than operational evidence. The kit contrasts weak answers with winning ones that name data sources, specify timing, and commit to governance in concrete terms.

Datore also included a self-assessment tool that gives bid teams a ten-question diagnostic they can run to see where they stand with data before the next submission.

#### Why Now

Datore published the kit in response to a shift they have tracked across client conversations and the broader FM procurement landscape. Data capability – once an occasional question near the back of a tender – has moved into core evaluation criteria.

Even if an FM service provider possesses the data capabilities in question, they might struggle to translate it into a bid language that prospects recognise and score. The FM Tender Language Kit is designed to close that gap.

The FM Tender Language Kit is available to download for free at [https://datore.co.uk/fm\\_tender\\_language\\_kit/](https://datore.co.uk/fm_tender_language_kit/)