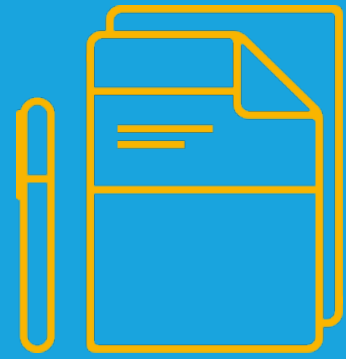


# Bid, tender and proposal writing

Course for companies

Live online



## Who is it for?

Teams who write persuasively to win business: whether that's responding to an RFP or ITT or writing a proposal they structure themselves.

## Delivery

We deliver this course live online.

## Participant numbers

Four people to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

## Course length

Flexible – typically two half-days of training plus a half-day of coaching sessions.

## Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

[info@writing-skills.com](mailto:info@writing-skills.com)

25 years



of better writing

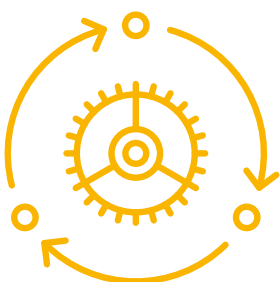
Well-written bids and proposals are key to securing new business. With the right techniques, you can create a strong, persuasive case that gets your prospect to 'yes'.

That's why we developed this course. It will give your team a comprehensive understanding of the best practices of bid and proposal writing – making sure their writing skills don't stand between you and winning your next contract.

## Tailored to your needs

A course will always be more engaging and effective when it's directly relevant to the documents that your team write day to day. So, before the course, we'll review examples of your team's previous submissions together with the original RFP (request for proposal) or ITT (invitation to tender) and use these to tailor the materials.

By working through exercises based on real-life examples, your team will understand exactly how to apply what they learn to their work when they're back at their desks.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

## Virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

## Learning objectives

On this course, your team will learn how to:

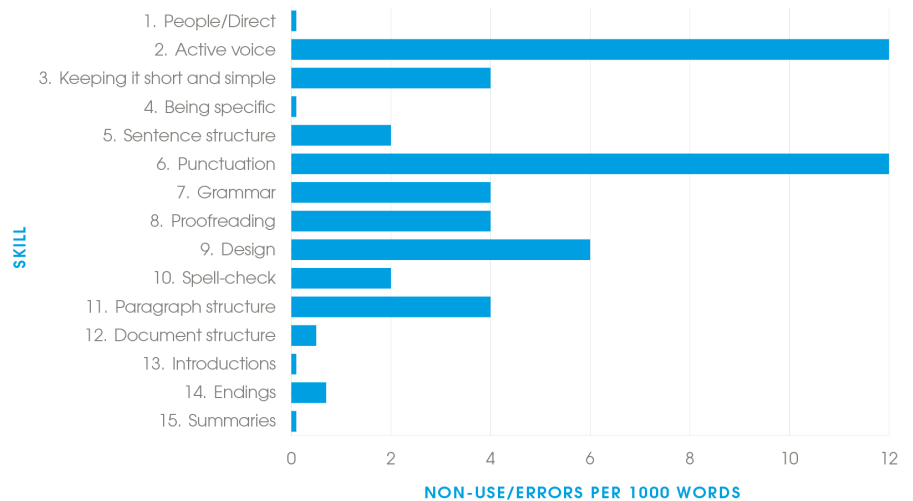
- ✓ fully answer the questions in the client brief, ITT or RFP
- ✓ engage all readers – from senior executives to compliance teams
- ✓ use win themes and highlight benefits that are meaningful to your client
- ✓ write in plain English
- ✓ incorporate the right tone of voice for your company
- ✓ avoid misusing boilerplate text
- ✓ bring together multiple contributions to make a winning argument
- ✓ spot embarrassing errors in a bid before it's sent to the client.



## Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.

## A blended approach for lasting learning



Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



Example programme

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9.30-12.30

## Effective planning and structure

Introduction and course overview

Putting the client first

Identifying and using win themes

Having a clear objective

Getting started

- ☉ Overcoming writer's block
- ☉ Assembling the facts

A logical structure

- ☉ Making the information flow
- ☉ Encouraging decision-makers and influencers to read it
- ☉ Managing multiple contributions (without writing by committee)

Building a persuasive argument

- ☉ Selling a solution

Summaries and endings

- ☉ Using the executive summary to gain advantage
- ☉ Making endings memorable

9.30-12.30

## Clear, client-focused writing

Introduction and recap

Improving readability

- ☉ Client-centred writing
- ☉ Making your writing active
- ☉ Writing in plain English
- ☉ Structuring your sentences for easy reading

Quick check: punctuation, grammar and proofreading

Using graphics and layout to give you the edge

Summary

13.30-17.00

## Individual coaching and analysis feedback

### Build your programme: optional follow-up

#### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to complement and reinforce the learning.

#### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)