



## High-impact bid, tender and sales-proposal writing (open course)

Our courses

Writing a tender or bid in response to an invitation to tender (ITT) or request for proposal (RFP) is often a key part of winning new business, especially for larger contracts. Even when a contract is not put out to tender, winning the business still frequently involves writing a sales proposal.

Yet many people see it as a chore – an obstacle between the ‘real’ work of meeting the client and the end goal of closing the sale. Little wonder when the formal bid-writing process can seem like a marathon compliance exercise that leaves little room for persuasion and sales skills.

### Silent salesforce

Yet when responding to an RFP or ITT, good tender-writing skills are essential: you won’t even get past the pre-qualification stage if your bid writing lets you down. And perfecting the art of good sales-proposal writing can be the weapon in your sales armoury that gives you the edge over your rivals. What’s more, a clutch of well-written bids can act as a kind of silent salesforce, moving you closer to a sale even while you’re busy pursuing other opportunities.

### Gain the winning edge

This intensive, practical, no-nonsense course will demonstrate just what makes a truly persuasive sales proposal – and make writing tenders, bids and proposals quick, easy and effective.



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### Who is it for?

Anyone writing or contributing to proposals, competitive bids or other sales documents. Open courses are a great way to train only one or two people, or to sample our training before bringing it in-house.

### How long is it?

One day.

### Where is it?

Central London: the School of Oriental and African Studies (SOAS),  
10 Thornhaugh Street, Russell Square, London WC1H 0XG.

### Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- Follow-up support includes free telephone and email support for a year.
- The optional post-course analysis makes sure you're applying what you've learnt. We can also write a brief action summary to show you where to focus your efforts now.

## What you'll learn

On this one-day course you will learn how to:

- set a clear objective
- build a persuasive structure
- get your key sales messages across
- focus on the 'win themes'
- use executive summaries to sell to decision-makers
- write persuasively at all times
- manage multiple bid-writing contributions
- address the client's or prospect's needs
- establish and build rapport
- write confidently and clearly, for impact
- construct sound, clear sentences
- ensure grammar and punctuation don't let you down
- choose a clear, consistent layout
- use graphics to draw clients in to the sales document
- focus on relationship building and speed up the sale.



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### Course programme

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##### 9.30 Start

- Welcome
- Course overview
- Putting the client first
  - Clarifying the client's perspective
  - Writing client-centred proposals
- Identifying and using win themes
- Having a clear objective

##### 10.45 Coffee

- 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
  - Turning your documents into a silent salesforce
- Summaries and endings
  - Using the executive summary to gain advantage
  - Making endings memorable

##### 1.00 Lunch

- Improving readability
  - Client-centred writing
  - Make your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

##### 3.30 Tea

- Quick check: punctuation, grammar and proofreading
- Using graphics and layout to give you the edge

##### Summary

##### 5.30 Close

**Win new business: discover how to write targeted and compelling tenders, bids and proposals.**