



## Who is it for?

This course is suitable for any team who have to write persuasively to win business: whether that's responding to a formal RFP or ITT, or writing a proposal they structure themselves.

## What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

## Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely.)

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## 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 and incorporate the right tone of voice for your company
- avoid misusing boilerplate text
- bring together multiple contributions to make a winning argument
- learn how to spot embarrassing errors in a bid before it's sent to the client.

## Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, **Emphasis 360**. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

## Course programme

### Bid, tender and sales proposal writing course

#### 9.30 Introduction

- Welcome
- Course overview
- Good bids: understanding the sales pay-off
- 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
  - Making your writing active
  - Writing in plain English
  - Structuring 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