



## Public sector bid and tender writing course

Well-written bids and tenders are key to securing any new business. But winning work in the public sector can be particularly challenging. In this specialist, risk-averse area, you have to be able to prove you're the right team for the job with every word. It takes concise, compelling and evidence-based writing to meet rigorous specifications and build the kind of strong, persuasive case that will see off the competition.

That's why we developed this course. It will show your team how to plan, structure and write targeted public sector bids and tenders – so you can be confident of winning your next contract.

### Training tailored to your team

We know that training is most effective when it's directly relevant to the bids and tenders that participants have to write every day. So we'll make sure the course materials are a perfect match for your team.

Before the training, we'll review examples of your team's previous bids or tenders 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 bids and tenders when they're back on the front line.

## Who is it for?

This course is suitable for any team who have to write persuasively to win business in the public sector.

## 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 a public sector brief, ITT or RFP
- engage all readers – from senior public sector executives to procurement teams
- use win themes and highlight benefits that are meaningful to public sector clients
- build and structure key messages that are tailored to public sector organisations
- 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

### Public sector bid and tender writing course

#### 9.30 Introduction

- Welcome and course overview
- Understanding the challenges of public sector tendering
- Putting the client first
  - Clarifying your public sector client's perspective
  - Writing client-centred bids
- Identifying and using meaningful win themes and benefits
- Developing a winning strategy

#### 10.45 Coffee

- Getting started
  - Overcoming writer's block
  - Assembling the facts
- A logical structure
  - Making the information flow
  - Encouraging decision-makers to read it
  - Managing multiple contributions (without writing by committee)
- Building a persuasive argument
  - Selling a solution
  - Meeting evaluation criteria
  - Providing the evidence
- Summaries and endings
  - Using the executive summary to gain advantage
  - Making endings memorable

#### 1.00 Lunch

- Improving readability
  - 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

Discover how to write targeted and compelling tenders and bids that win public sector business