



Bid, tender and sales proposal writing course

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. 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. And the formal bid-writing process can seem like nothing more than 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. 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.

Who is it for?

This course will benefit anyone writing or contributing to proposals, competitive bids or other sales documents. Our courses for individuals are a great way to train only one or two people, or to sample our training before bringing it in-house.

Where is it held?

We run this course at Etc venues in central London, Birmingham and Manchester.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (ten delegates per course) ensures you get individual attention.
- Follow-up support includes access to a free telephone and email helpline 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 tell you where to focus your efforts now.

What you'll learn

On this one-day course you'll 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
- manage multiple bid-writing contributions
- address the client's or prospect's needs
- establish and build rapport
- write confidently and clearly, for impact
- 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.

Course programme

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9.30 Introduction

- 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
 - Making 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