



Bid, tender and sales proposal writing course

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

Gain the winning edge

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 training

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.

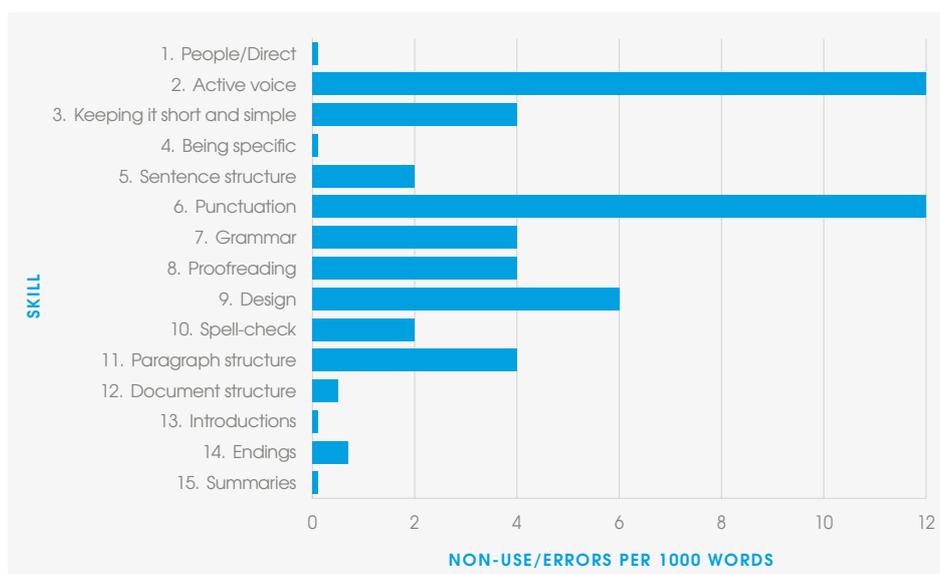
Who is it for?

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.



Gap analysis: every participant receives targeted feedback

Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our open courses if you need to train only 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, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. 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.

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.

A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you can choose to combine this training with other interventions to create even better results and lasting change.

You could 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.

Or you might like to complement the training with targeted 90-minute lunch-and-learn seminars, webinars, online learning or remote coaching.

And, while this course focuses largely on the writing, you also have the option of working with one of our expert bid-strategy consultants. They can work with you to analyse previous proposals or develop your value proposition, win plan or overall strategy – to further strengthen your chances of winning more business.

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

Course programme

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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