

Now with
post-course e-learning
support worth £150



Bid, tender and sales-proposal writing (remote learning)

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.

But 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.

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, your well-written bids can become a silent salesforce, moving you closer to a sale even while you’re busy pursuing other opportunities.

Gain the winning edge

This intensive, practical course will demonstrate just what makes a truly persuasive sales proposal – and make writing tenders, bids and proposals easy and effective.

Who can benefit

This course is ideal for 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.

And because this is remote training, you can attend no matter where you are.

Live online training

We run this course remotely, using the latest web technology. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

After the remote course you'll also get a year's access to our comprehensive e-learning package, *The complete business writer*. These short and engaging lessons will reinforce and build on the techniques you learn on the day course.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Follow-up support includes access to a free telephone and email helpline for a year.
- Post-course access to our e-learning programme *The complete business writer* reinforces and builds on what you've learned.

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 and use graphics to draw clients in
- 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

10.30 Break

- 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

11.45 Break

- Improving readability
 - Client-centred writing
 - Making your writing active
 - Writing in plain English

1.30 Break

- Individual one-to-ones: feedback on writing samples
- Quick check: punctuation, grammar and proofreading
- Using graphics and layout to give you the edge

Summary

3.30 Close

*Timings based on UK time zone (GMT/BST)

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