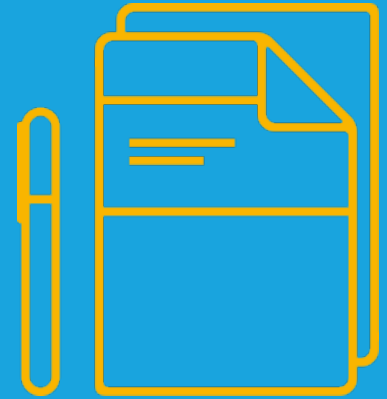


# High-impact bids and proposals **with AI** ✨

Course for individuals

Live online

**Who is it for?**

Ideal for anyone who writes persuasively to win business and wants to learn how AI can make them even more effective.

**Delivery**

We deliver this course live online.

**Group size**

This is small-group remote training, with a maximum of eight delegates per course.

**Course length**

One day

**Pricing**

£495+VAT. [Book online](#) or contact us:

**+44 (0)1273 732 888**

[info@writing-skills.com](mailto:info@writing-skills.com)



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

**Bids and proposals are some of the most business-critical documents an organisation needs to produce. Ensure yours are up to the task.**

It takes a range of skills to tip the balance: strong writing ability, strategic thinking, attention to detail – even empathy. This course will prime you in them all, giving you the best chance of winning your next contract.

It will also give you an in-depth understanding of the part that AI can play in the process, with detailed prompt examples to reference afterwards.

With so much at stake in these complex documents, it's vital to know how to take every advantage AI tools offer, without abandoning your own insights, risking errors or losing control of the message. This intensive, practical training will show you how.



'Really fantastic course – very informative and varied. The course flew by, and it was instantly applicable to my day to day.'

Maddie Gale, Uber

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## Getting the best from AI

AI's power is undeniable, and it is advancing all the time. Those not using it risk falling behind, even becoming obsolete. But poor use of AI risks producing generic, forgettable and even error-filled work. Worse still, we face the danger of losing touch with our subject and the vital skill of critical thinking.

We want to get the best from AI, not let AI get the best of us.

That's why our training provides you with specific, practical guidance on using AI tools to create better thinking *and* better work. We always start with a foundation of what makes writing truly effective. Because it's only by knowing what 'good' looks like that you can make the most of AI to help you get there.

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## Why it works

- ✓ Pre-course writing analysis identifies the areas to work on that will help you the most.
- ✓ Small-group training ensures everyone gets individual attention from the trainer.
- ✓ Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- ✓ One-to-one coaching shows you where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✓ Post-course access to our e-learning programme reinforces and builds on what you've learned.

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## What you'll learn

On this training, you will learn how to:

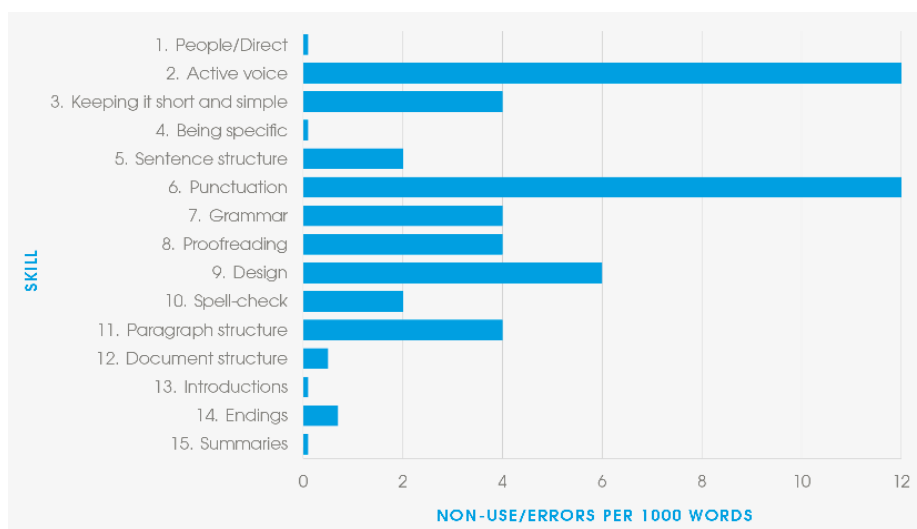
- ✓ fully answer the questions in the client brief, ITT or RFP
- ✓ engage all readers – from senior executives to compliance teams
- ✓ use win themes and highlight benefits that are meaningful to the client
- ✓ write in plain English
- ✓ create an executive summary that sells your solution
- ✓ optimise supporting materials like case studies, CVs and bios
- ✓ incorporate the right tone of voice for your company
- ✓ avoid misusing boilerplate text
- ✓ bring together multiple contributions to make a winning argument
- ✓ keep embarrassing and costly errors out of a bid – even using AI
- ✓ make the most of AI tools to maximise efficiency without compromising your own insights or your organisation's reputation.



## Individual analysis and coaching

Every attendee's writing style is a unique mix of strengths, weaknesses and blind spots. That's why expert human analysis is a core part of our training. It turns useful techniques into practical habits that improve how clearly and confidently each person communicates.

Before the live training, we request a writing sample from each participant. The expert trainer will analyse each sample using our proprietary diagnostic tools and their own deep understanding of the subject. We then produce a graph of the results.



Gap analysis: every participant receives targeted feedback

As part of the training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and how to put their new skills into practice, with support from AI, to make rapid improvements.

Trusted by over 1,000 organisations worldwide, including:



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## Follow-up support

### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

### Business-writing helpdesk

We're on hand to help with those quick questions that come up as you put the techniques you've learned into practice.

9.30	<b>Introduction</b> <ul style="list-style-type: none"> <li>☑ Welcome and course overview</li> <li>☑ ✨ How (and why) to partner with AI tools</li> </ul> <b>Putting the client first</b> <ul style="list-style-type: none"> <li>☑ Writing client-centred proposals</li> <li>☑ ✨ Clarifying the client's key issues</li> </ul> <ul style="list-style-type: none"> <li>✨ <b>Identifying and using win themes</b></li> </ul>
10.30	<b>Break</b>
	<b>Getting started</b> <ul style="list-style-type: none"> <li>☑ ✨ Interrogating the brief and filling gaps</li> <li>☑ Assembling the facts</li> <li>☑ From hot buttons to USPs</li> </ul> <b>A logical structure</b> <ul style="list-style-type: none"> <li>☑ Making the information flow</li> <li>☑ Encouraging decision-makers and influencers to read it</li> <li>☑ ✨ Managing multiple contributions</li> </ul> <b>Building a persuasive argument</b> <ul style="list-style-type: none"> <li>☑ Selling a solution</li> <li>☑ ✨ Reviewing as your prospect</li> </ul> <b>Executive summaries that sell</b> <ul style="list-style-type: none"> <li>☑ Using the executive summary to gain advantage</li> <li>☑ ✨ Drafting and testing your summary</li> </ul>
12.00	<b>Lunch</b>
	<ul style="list-style-type: none"> <li>✨ <b>Optimising your support: CVs and bios</b></li> </ul> <b>Improving readability</b> <ul style="list-style-type: none"> <li>☑ Recognising writing that works</li> <li>☑ ✨ Prompts to support reader-centred writing</li> <li>☑ Keeping the human element</li> </ul>
1.30	<b>Break</b>
	<b>Using graphics to give you the edge</b> <b>Essential checking and reviewing</b> <ul style="list-style-type: none"> <li>☑ ✨ Making AI your own personal editor</li> <li>☑ ✨ Avoiding errors and hallucinations</li> </ul>
3.15–3.30	<b>Summary and close</b>