

High-impact bid, tender and sales-proposal writing (open course)

Our courses

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, especially for larger contracts. Even when a contract is not put out to tender, winning the business still frequently involves writing a sales proposal.

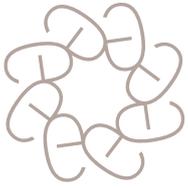
Yet many people see it as a chore – an obstacle between the ‘real’ work of meeting the client and the end goal of closing the sale. Little wonder when the formal bid-writing process can seem like a marathon compliance exercise that leaves little room for persuasion and sales skills.

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. And perfecting the art of good sales-proposal writing can be the weapon in your sales armoury that gives you the edge over your rivals. 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.



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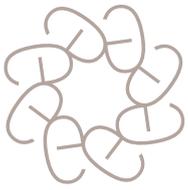
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Who is it for?
Anyone writing or contributing to proposals, competitive bids or other sales documents. Open courses are a great way to train only one or two people, or to sample our training before bringing it in-house.
How long is it?
One day.
Where is it?
Central London: Etc venue, 120 Moorgate, London EC2M 6UR.
Why it works
<ul style="list-style-type: none">• Pre-course writing analysis identifies the areas you need to work on.• Small group training ensures you get individual attention.• Follow-up support includes free telephone and email support 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 show you where to focus your efforts now.

What you'll learn

On this one-day course you will 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
- write persuasively at all times
- manage multiple bid-writing contributions
- address the client's or prospect's needs
- establish and build rapport
- write confidently and clearly, for impact
- construct sound, clear sentences
- 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.



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Course programme

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9.30 Start

- 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
 - Make 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.