



High-impact tender and sales proposal writing

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 closing the sale. Little wonder when the average 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 wellwritten bids can move you closer to a sale even while you’re busy pursuing other opportunities, acting as a kind of silent salesforce.

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 is suitable for anyone who has to write persuasively to win business, whether that's responding to a formal request for proposal (RFP) or invitation to tender (ITT), or writing a proposal to your own structure.

How long is it?

One day + short one-to-one coaching session.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to your work area.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

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 contributions to the bid-writing process**
- **choose an appropriate style for tender writing, bid writing and other forms of proposal**
- **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 into the sales document**
- **focus on relationship building and speed up the sale.**

Course programme

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9.30 Introduction

- Welcome
- Course overview
- Good bids: understanding that sales pays 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
 - 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

Get your documents read: discover how to grab your readers and keep them reading