



Professional Bid and Proposal Writing

Training Workshop

Graham Roberts-Phelps

Overview

This practical workshop-style training event covers all aspects of preparing, writing, proofing, editing and producing sales proposals, tender responses, bid documents and sales quotations. Available as one-day onsite or two half-day live online courses.

Key features

1. Participants work on their own real-life documents; objectively editing and proofreading working in pairs.
2. Detailed course manual and materials, including a PDF writing reference guide.
3. Learning exercises to practice structuring, composing, editing and proofreading.

Learning objectives include:

- Tools and techniques to write better and winning bid submissions.
- How you to summarise a compelling solution clearly and concisely.
- Best-practice in presenting bid submissions in a structured and professional way
- Apply the principles of plain English – being concise, clear and credible.
- Choose and present the right supporting information, without 'data-dumping'
- Ideas and methods for presenting a strong and convincing business case.
- Evaluate and analyse bid requirements and align your approach to what your customer wants.
- Techniques to differentiate your bid from that of your competition.
- Avoid common mistakes that impact on your professional image and effectiveness of your bid or quotation.
- Use a checklist to help proofread the final bid document.

Style and format

The course includes practical exercises, discussion and one-to-one feedback from your trainer. You will learn how to get started, adopt the right style and tone for specific situations and enhance your image in your reader's eyes. It also features an expert trainer with a solid background in business, writing and training

Professional Bid and Proposal Writing - Outline

Key principles of bid, tender response, and proposal writing

- Why bother with a full proposal?
- Five key points
- A few more things to remember
- Easy as ABC: Using 'everyday English'

Creating your proposal

- Why good writing matters
- Writing the first draft
- Planning the production process
- Developing a good writing style
- Big, but not clever

How to structure your proposal

- Six questions
- How to best to structure
- The Pyramid Principle and executive summaries
- Making it read like a business proposal

Selling with words

- Selling your proposition
- Writing with style
- Building value by presenting options
- Words that sell
- AIDA: Attention-Interest-Desire-Action

Correcting Skills

- Editing and proof-reading
- Effective editing skills
- The clarity index / fog index
- Introduction to proofreading
- Grammar Rules O.K.
- Using online tools and Word functions

Presenting to the client

- Presentation layout
- Matching benefits to needs
- Producing your proposal
- Proposal checklist and action plan

Learning summary