

SALES PROPOSAL WRITING

Professional Bid and Proposal Writing One-Day Skills Training Course

Overview

This workshop-style training event covers all aspects of preparing, writing, proofing, editing, and producing sales proposals, tender responses, bid documents and sales quotations.

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

Who should attend?

This course is suitable for sales and marketing staff, bid writers and technical advisors.

Key learning points include:

- How best provide to provide a compelling solution to meet client requirements.
- Manage time and meet submission deadlines, co-ordinating input from others.
- Apply the principles of plain English – being concise, clear, and credible.
- Choose and present the right supporting information, without 'data-dumping'
- Presenting a strong and convincing business case.
- Structure your bid documentation effectively.
- Differentiate your bid from that of your competition.
- Avoid common mistakes that impact the effectiveness of your bid or quotation.
- Use a checklist to help proofread the final bid document.

About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge of the subject. The course will be informal, engaging and include many practical activities.

Live online one-day training course: price: £95 plus VAT per person.

£195 per person for one-day classroom workshop, minimum three participants, plus travel costs.

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Course outline

The key principles of a well-written bid document and sales proposal

- What the customer wants and needs to decide in your favour
- Understanding and delivering on customer expectations
- Starting point: Review of current documents, challenges, and opportunities.

How to manage an effective bid and response process

- Controlling and monitoring the bid process
- Selling the benefits of your proposal: people, products, and process
- Business case preparation and presentation - comparative advantage

The correct way to structure your bid document

- The structure and format of the bid document
- How to improve the way you your proposal meet customer's objectives
- Plan your sales documents systematically

Pricing and costs

- Costing models and pricing techniques
- Risk costs and contingencies
- Inflation and exchange risks; open book costing

Making your bid compelling

- Selecting the right content and information for your document or proposal
- Using an option matrix to summarise complex choices and increase final order value
- How to write an executive summary

Well-written and error-free

- Developing your writing style for maximum impact
- Express the content (ie, selling points) clearly, concisely and correctly
- Be able to proof-read and edit work effectively,
- Improving visual layout, format and appearance

Summary

- Learning diary and action plan.

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