

Proposal Writing Training



Being asked to put forward a business proposal is a huge opportunity for your business to convince a potential client that you are the obvious choice for them. All too often, the opportunity is wasted.

Our proposal writing training shows you how to stand out from the competition by writing proposals that connect with the client and reach the shortlist every time.

Course Core Content

What a proposal is - and what it isn't.

Understanding the client and their needs.

Understanding what you can offer to them.

The decision making process.

The principles of effective communication.

Why writing often seems so difficult – getting started, keeping going.

Writing clearly and concisely.

Effective structure and layout.

Using straightforward language.

Presenting a compelling case.

Notes

This course is aimed at people who have a good standard of written English, and doesn't therefore cover the basics. As such, it is normally a one-day course. If you also need topics such as grammar and punctuation, we would make the course a day and a half or two days.

We take the time to understand the nature of your business and the environment in which you operate, and will deliver a course that focuses on your particular proposal-writing needs.

After the course, participants have the opportunity to send their next proposal to the course tutor for review and feedback.