

Writing Winning Tenders and Proposals

What is your team's strike rate with proposals for new or ongoing contracts? Consider taking a fresh approach to boost your success of winning and retaining business.

This program will change the way tenders and proposals are prepared and written. It reveals the secrets, skills and techniques to persuasively respond to your clients' needs. We show how to stand out from the crowd. Learn to write compelling tailored bids and tenders that make a decisive case to win.

Duration

- One-day face-to-face or
- 2x 3.5 hours live virtual training

Audience

This course is designed for teams and individuals required to submit proposals, bids or tenders to win or retain business.

Outcomes

Learn how to:

- Analyse and understand the audience
- Save precious time when planning and writing
- Use a mind map to develop a logical flow
- Build relationships through word choice
- Write clearly, succinctly and persuasively to a criteria
- Use relevant and appropriate language
- Build a convincing argument
- Address the tender criteria to exceed the requirements
- Achieve consistency
- Use winning structures, formats and mediums
- Incorporate appropriate graphics
- Edit and review for maximum impact.

Tender and Proposal Writing group training - using your documents

Where relevant, we will use your organisation's internal formats, templates and style guide.

We will also use anonymised examples of participants' writing in the workshop. With this material the facilitator:

- Assesses their writing ability
- Gains a thorough understanding of the written work they prepare
- Extracts examples for use as training material within the program.

Ask us how we apply this to your organisation.

We deliver our tailored business writing courses across Australia and abroad.

Request a quote

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at info@icml.com.au or start a 'chat' on our website icml.com.au/.

Virtual Workshops

We deliver programs in interactive, live online workshops, accessible from a device anywhere.

Highly impactful learning

- Replicating face-to-face workshop experiences through conferencing technology.
- Using extra features for engagement: polls, quizzes, chat, electronic whiteboard.
- Learning in multiple shorter bursts – allowing practice between sessions.

Benefits of virtual workshops

- Attend the training from the comfort of home or personal workstation.
- No travel time or expenses.
- Multiple short sessions – less impact on work.

Simple access

- You need: a device with camera and a quiet place.
- No software needed.
- Click on a link to gain access.
- Works on any personal device and most corporate systems.

Tailored group training – in-house or through virtual workshops

Ask us how we will tailor this program to your organisation or team. Benefits are that we tailor the:

- *Content* to suit your organisation's needs.
- *Delivery* to reflect your procedures, values, examples and terminology, which encourages participants to apply their new skills in their roles.
- *Duration* to suit the availability of your team members and your budget.

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