

BUSINESS WRITING

Writing Winning Tenders and Proposals

Write clear, compelling tender responses that win contracts.

WHO IT'S FOR

Tender writers, bid teams and managers who respond to tenders and RFPs.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Analyse tender documents and evaluation criteria
- Plan a response and allocate writing across the team
- Answer each criterion directly, with evidence
- Write persuasive, client-focused responses
- Write an executive summary evaluators read first
- Review responses for compliance, clarity and consistency

ABOUT THIS PROGRAM

Our tender writing training deals with the responses that score poorly for avoidable reasons: criteria answered in general terms, a strong capability described weakly, a response that is compliant but flat, a document assembled in a rush from old content. Participants learn to read the tender documents closely, plan a response against the evaluation criteria, write clear, evidence-based answers and review for compliance and persuasion. They draft real response sections in the session, so stronger, more competitive tenders follow.

Tailored to your organisation

We work with your content library, past responses and buyers, so the program reflects the tenders you actually write.

Talk to us about this program

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Enquire online