

Writing Winning Sales Proposals, Bids & Tender Response Documents

ClearCut
IT TRAINING

Duration: 2 days

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

Key features:

- Be able to explain the stages in the recruitment process and your key responsibility as a line manager
- Participants work on their own real-life documents, objectively editing and proofreading working in pairs
- Detailed course manual and materials, including a PDF writing reference guide
- Learning exercises to practice structuring, composing, editing and proofreading

Learning objectives include:

1. Evaluate and analyse bid requirements and align your approach to what your customer wants, expects, and requires from your bid document or proposal
2. How best to structure your tender-response and bid documentation effectively and correctly; turning it from technical document to sales and decision-making support resource.
3. Communicating your comparative advantage, product features and key sales points more effective, plus techniques to differentiate your bid from that of your competition.
4. Ensure that all the reader's needs are met and exceeded and be confident that your sales, product and bid messages are not lost in too much text or jargon.
5. Overcome the 'blank screen/page syndrome' and reduce the time it takes to write.
6. Choose the style appropriate to your customer, bid requirements and customer style.
7. Learn to avoid common mistakes that impact on your professional image and effectiveness of your bid or quotation, possibly reducing your sales impact.
8. Learn how to write and edit persuasively, accurate, clearly, and concisely; building successful sentences and paragraphs – using the correct punctuation, grammar, and written English with more skilled proofreading.
9. Use a checklist to help edit and proofread the final bid document.
10. Guidelines and examples of best-practice layout and visual design for bid or sales document.

Continued

Main topics

The importance of role of a well-written sales proposal

- Why bother? – the value of the sales proposal or document to you and to the customer
- What is an ideal bid? With examples and discussion
- What the customer wants and needs to make a decision in your favour
- Understanding and delivering on customer expectations
- Review and discussion of different proposals – with real-life examples
- Starting point: review of current documents, challenges, and opportunities

Strategies for winning the business

- Defining your comparative advantage in writing using a proven methodology
- Turning product and service features into personalised benefits and value statements
- Company credibility - people, process, and track-record
- Building your sales case clearly throughout the document and aligning with the tender specification and supplier assessment scoring system

How to manage an effective bid and response

- Controlling and monitoring the bid process, the 'power' team workshop
- Understanding the competition, the market and customer perception
- Storyboarding, planning and content selection
- Selling the benefits of your proposal: people, products, and process
- Business case preparation and presentation - comparative advantage

Continued

The correct way to structure your sales proposals

- The structure and format of the bid document, including how and when to write an executive summary
- A section-by-section, page-by-page review of best practice in structuring great sales proposals
- How to improve the way you match your proposal to the customer's objectives and requirements
- Plan your sales documents systematically – to make them easy to read and more persuasive
- How to make your proposal look like the 'least risky' option through address key concerns and referencing the tender document and scoring system of your customer

Making your proposal a compelling and persuasive proposition

- Choosing the right words that sell effectively
- 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 and present price persuasively
- Techniques for presenting price, options, and variables

The Perils and Pitfalls of Business Writing

- Current thinking regarding business grammar
- Tips to ensure we avoid grammatical errors
- Constructing sentences and paragraphs – with appropriate punctuation to create rhythm and flow
- Can 'action words' gain results?

Continued

How am I coming across to my reader?

- Is my style reader-friendly?
- Using punchy openings to gain interest
- Positive or compelling endings to ensure results
- The barriers to an effective, professional style
- Expanding your vocabulary to avoid repetition - keeping your writing 'alive'
- Is my tone persuasive and assertive?

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, using formal marks and techniques
- Improving visual layout, format, and appearance
- Making it customer-focused

Summary

- Learning diary and action plans
- Review of existing templates and standard document