Proposal writing

In today's competitive world, how do you make your proposal stand out, get shortlisted and increase your chance of winning the deal? There is a big difference between writing a proposal and planning, crafting and writing a successful proposal that makes your product, service or solution even more appealing to your customer. You will learn how to approach your writing strategically, save time, increase the 'readability' of your proposal and boost its influence and persuasiveness.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Taking a strategic approach to writing
• Understanding the needs of your customer
• Differentiating your purpose from the needs of the customer
• Prioritising information to include
• Providing high impact evidence
• Defining the call to action

Using structure to create clarity
• Tools to organise your thinking and plan your approach
• Methods and techniques on how to create a clear structure and prioritise information
• How to define your key messages and explain them with clarity
• Improving your 'readability' score

Writing for impact
• Techniques to develop your writing style and tone of voice
• Using positive, powerful and persuasive language
• Active v Passive tense
• Making your writing unique to help you stand you out of the crowd
• How to edit, cut and refine

Participants will learn to…

• Understand why writing matters in business and the issues caused when it is not clear

• Assess and meet the needs of your customer

• Understand how to present evidence to back up your arguments

• Use critical thinking to plan your written communication

• Structure your writing to effectively share your message

• Use positive, powerful and persuasive language

• Understand how to prioritise information

• Write with improved clarity, tone and energy

• Edit and refine your written communication

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