

High Impact Tender Writing Skills

Written by Administrator

Monday, 21 February 2011 11:29 - Last Updated Friday, 25 March 2011 17:36

The aim of this workshop is to improve participants' confidence and competence in creating winning tender documents

Who should attend?

Anyone who wishes to enhance their skills in writing winning tender documents

Benefits

By the end of the workshop you will be able to:

- Set a clear objective for the tender
- Identify the selection criteria that will be used to evaluate responses
- Structure and lay out the tender document to create maximum impact
- Tailor the tender to respond to the prospective customer's specific needs
- Present a persuasive argument for using your services
- Use a checklist to ensure that the tender creates maximum impact

Course Overview

- What makes a 'best in class' tender document?
- The ingredients of a winning tender document
- Setting a clear objective for the tender
- Thinking about your audience
- Creating strong value propositions that meet customer's needs
- Using powerful language to create persuasive reasons for using your products and services
- Tender layout and structure
- Creating a strong executive summary
- The final touches
- Key learning points and action planning

Style of the Course:

The course is highly active and participative. During the workshop participants undertake activities, exercises and discussions to help them put what they learn into practice.

Course Length:

One day Workshop 09.00 to 17.00 with an hour for lunch

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We can run this course for you in-company at favourable rates for 4 or more people. Please contact us on **01628 526535** or info@thestairway.co.uk