



# Bidding to Win - Write Tenders & Proposals Course Overview

Take your recruitment tenders to the next level by investing in your bid writers. This course provides invaluable tools and techniques to enable the production of compelling tender documents in a timely and efficient manner, winning you more business.

**Bidding to win:** This is a full day training course delivered in-person or over 3 two-hour sessions using Zoom Video conferencing.

## AGENDA HIGHLIGHTS:

- Getting ready to tender (finding tender opportunities, understanding procurement jargon & making bid/no bid decisions)
- Golden rules of tendering (what makes the Buyer tick and fume!)
- SQ criteria & building your tender library
- How to structure your answers to score maximum points in tender questions
- Structuring creative proposals
- How to write compelling case studies
- Writing styles (avoiding common mistakes with copy & paste, using portals, managing word counts, proof reading and submission)

## TARGET AUDIENCE:

- An ideal workshop for Bid Managers, Bid Administrators, operational staff, and subject matter experts who contribute written content
- Individuals who are new to tender writing and feel they need to develop their core skills
- More experienced staff who want to refresh their ideas or gain a new perspective to tender writing and pitching

**TRAINER:** Fiona Brunton

## LEARNING OUTCOMES:

- A greater understanding of the standard Selection Questionnaire (SQ)
- Know how to find the right tenders for your business
- Understand how to write concise, factual, and relevant responses that score maximum points
- Understand and interpret the client's evaluation criteria
- Learn how to sell yourself and your company through the written word
- Understand how to build a business pipeline by writing winning tenders & proposals
- Learn how to avoid common pitfalls to ensure you get shortlisted and invited to pitch

### INVESTMENT:

#### OPEN COURSE – Cost per head:

Virtual	£450.00 plus VAT
Face to Face	£520.00 plus VAT

#### IN COMPANY COURSE –

prices are based on 8 delegates plus Trainer expenses

Virtual	£2260 plus VAT
Face to Face	£2940 plus VAT

For further information on the above programme or to discuss your talent development needs, please call **020 3117 0914** or email [talentdevelopment@apsco.org](mailto:talentdevelopment@apsco.org)

