PROFESSIONAL DEVELOPMENT TRAINING

Writing Winning Proposals Training

1300 121 400

REQUEST QUOTE

1.0 DAY COURSE

Writing a winning business proposal is both a skill and a craft that can be mastered through training and practice. Make your next business or sales proposal stand out from your competitors by learning how to plan and design a document that not only provides practical information, but grabs the reader and holds their attention to the end.

Achieving mastery in writing a winning proposal requires skilled research, document planning and design, outlining of key concepts, identifying the "pitch", the actual writing itself and finally organising, reviewing and editing. This comprehensive 1-day training course from PD Training teaches you the practical skills in proposal writing that will help you craft outstanding business proposals that win business.

This dynamic, professional development training course is now available Australia wide including Brisbane, Sydney, Melbourne, Canberra, Perth, and Adelaide.

What You'll Gain:

During this one-day proposal writing course, participants develop various skills including identifying the key audience and the purpose of a proposal, creating a standardised framework, using details to perfect a proposal, using online and offline resources and writing, editing and proofreading.

Business proposals can vary quite widely as a sales proposal sent to a prospective client is quite different from an internal proposal outlining the need for budgeting for a new staff member or investment in an internal project.

The course provides participants with a comprehensive understanding and use of writing tools that result in the creation of excellent business proposals for both internal and external customers.

Outcomes

After completing this course, participants will have learnt to:

- Understand the proposal writing process
- Identify and create different types of proposals
- Identify the purpose of a proposal
- Identify the audience
- Perform a needs analysis
- Write a goal statement
- Use the proper format for proposal writing
- Create a framework
- Understand the importance of details and focus on them
- Identifying resources online and offline for research
- Organising information masterfully
- Use persuasive writing techniques
- Review spelling and grammar
- Constructing words, sentences and paragraphs brilliantly
- Check the readability of a proposal
- Proofread and edit
- Provide a professional look and feel to a proposal

Modules

Lesson 1: Getting Started

- Pre-Assignment Review
- Workshop Objectives

Lesson 2: Understanding Proposals

- What is a Proposal?
- The Proposal Writing Process
- Types of Proposals
- About Requests for Proposals

Lesson 3: Beginning the Proposal Writing Process

- Identifying Your Purpose and Your Audience
- Performing a Needs Analysis
- Writing the Goal Statement

Lesson 4: Preparing An Outline

- A General Format
- Special Sections
- Creating a Framework
- Getting Down to Details

Lesson 5: Finding Facts

- Identifying Resources
- Using the Internet as a Resource
- Organising Your Information

Lesson 6: Writing Skills, Part One

- Spelling and Grammar
- Working with Words
- Constructing Sentences
- Persuasive Writing

- Mastering Voice

Lesson 7: Writing Skills, Part Two

- Creating Paragraphs
- Creating Strong Transitions
- Building up to Conclusions

Lesson 8: Writing the Proposal

- Educating the Evaluator
- Ghosting the Competition
- Using Illustrations

Lesson 9: Checking for Readability

- Checking for Clarity
- Reading for Your Audience
- Using the Readability Index

Lesson 10: Proofreading and Editing

- Proofreading Like a Pro
- Editing Techniques
- Checking the Facts
- The Power of Peer Review

Lesson 11: Adding the Final Touches

- Our Top Typesetting Tips
- Achieving a Professional Look and Feel
- Creating the Final Package

Lesson 12: Wrapping Up

- Words from the Wise
- Your Notebook

Talk to our expert team

Phone: 1300 121 400

Email: enquiries@pdtraining.com.au