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