
Proposal Writing Course

In-house programme

Number of delegates: max 10

One day

Words Work

Fairfield House

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Proposal writing means different things depending on where and how you work. This course is designed to help people to write sales proposals and respond to tenders.

Objectives

Delegates will be better able to

- Identify readers' priorities
- Use time available effectively
- Work as a team
- Structure the proposal in a navigable, reader-friendly way
- Write clearly, avoid jargon and spot errors

Programme

Introduction

- Why we are all here and what we want to achieve

Read the question

- Looking in detail at what the customer wants and reading between the lines
- Understand the brief

Exercise in pairs followed by group discussion

Organise the content

- Collecting information, using thinking techniques to organise it systematically

Structure the proposal

- Making the document clearly navigable and approachable
- Holding a consistent theme

Individual exercise and feedback

Choose a style of language

- Identify the industry and preferred style of the customer
- Recognise jargon and mirror the customer's language

Work on levels of formality, use of the passive and common grammatical traps

Reviewing and proofreading

- The differences and their importance

Exercise using real material and feedback

Course Review

- Actions points for individuals and teams