

---

# Proposal Writing Course

---

In-house programme

Number of delegates: max 10

One day

Words Work

Fairfield House

Dodds Lane

Chalfont St Giles

Bucks

HP8 4EL

[jane@words-work.co.uk](mailto:jane@words-work.co.uk)

[www.words-work.co.uk](http://www.words-work.co.uk)



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