PROFESSIONAL DEVELOPMENT TRAINING

Writing Winning Proposals Training

09 884 0762

REQUEST QUOTE

1.0 DAY COURSE

Proposal writing is an art and a craft that can be mastered through learning and practice. Achieving mastery in writing a proposal requires skilled research, planning, outlining, writing, organising and editing. This comprehensive training course offers practical skills in proposal writing to help learners write outstanding business proposals.

This dynamic course by PD Training is now available New Zealand wide including Auckland, Wellington and Christchurch.

What You'll Gain:

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

The course provides a comprehensive understanding and use of proposal writing tools that result in the creation of excellent proposals.

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 feel and look 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

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