

**BIZ GURU**



# **ONTRACK TO WRITING WINNING PROPOSALS**

**ONLINE, ONSITE OR WEBINAR  
PROFESSIONAL TRAINING**

[www.BizGuruTraining.com](http://www.BizGuruTraining.com)

## COURSE SUMMARY

This course is aimed at small to medium companies that want to become much larger companies by searching for and winning new projects. But why spend time writing proposals?

Well the simple answer is that as your business gets bigger you will reach the stage where the easiest way to increase your business size is to bid (or tender/propose) for more business. So common is putting future work out for tender that it is hard to see how you can expand your business without learning how to write a winning proposal!

So what is in a winning proposal? Simple put, you are showing what solution you can provide to your potential customer, at what price and just as importantly, why your company is the best to provide this solution. Seems simple doesn't it? Well yes - except that your competitors will also be bidding against you. Add to this is the fact that a proposal is a legal document that may lead you into a whole lot of expensive trouble and you can see why you need to learn how to write winning proposals. This is why OnTrack© to Writing Winning Proposals is so important.

### **Learn how to define and write a winning proposal**

This course includes quizzes, detailed supporting documentation and several scenarios to test the knowledge you have learned

We deliver the course on line, on site or by webinar.  
Prices are by application.

# COURSE CONTENTS

It consists of the following:

- o Preparing Your Company To Write Proposals
- o Your Costing Model
- o Your Bid Toolkit
- o Your Bid Library
- o Finding Your Opportunities
- o Should You Bid?
- o Completing A PQQ
- o Defining your Solution
- o Competing Against Your Competitors
- o The Art Of Proposal Writing
- o Putting It All Together
- o Presentation Golden Rules
- o Formal Presentations
- o Making Yourself Look Bigger
- o Your Unique Selling Point
- o Differentiating Your Company From Others
- o Pricing To Win
- o Managing The Risky Bits
- o Asking Those Pertinent Questions
- o So What Could Possibly Go Wrong?
- o Workshops and Seminars

This course consists of a series of PowerPoint based MP4 sections with my voice over explaining each point on the slide. There is also a very detailed PDF document providing more details and a series of scenarios and question sessions to test knowledge learned.

**Learn how to define and write a winning proposal**

# TRAINING GAINS

## SKILLS

Take the fear away  
from reading that  
next tender by  
learning what to do

## TOOL KIT

All the models,  
processes and  
documents to make  
bidding easier

## OPTIONS

Take on site, online  
or by webinar

## CONTACT

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