

Training which delivers tangible outputs

Quotes Proposals & Bids

Course Overview

Trainees will learn the important elements involved in producing a sales document. They will learn how to make best use of resources and will practise preparing suitable text. This will allow them to present your company in the best possible way.

“

We are confident that our training delivers value for money so all courses carry a satisfaction guarantee.

Contents

The course contents are flexible to ensure time is spent on the areas which are of most benefit to you.

What it takes to produce a winning document

- Customer focus
- Understanding the evaluation process

Developing and implementing a streamlined process

- How to start
- Compliance matrices
- Library information
- Risk assessment and no-bid decisions

Producing and submitting the document

- Graphics, tables, appendices and CVs
- Layout and format

Structuring and writing high-impact content

- Executive summaries and covering letters
- Persuasive writing and readability
- Grammar, punctuation and the correct use of English
- Demonstrating added value and cost of change

Common problems and their solutions

- Non-compliance
- Lack of experience
- Pricing
- Supporting documentation

“

Minimal down-time for your staff - intensive training held on your premises
Maximum uptake of knowledge – courses tailored to your industry and your company

Structure

A mix of taught, interactive and workshop sessions are included in this one-day course. This helps encourage participation which will enhance future learning. Trainees will produce material which can be used in future sales documents.

Cost effective training for individuals, small groups and whole teams.

Further information is available from +44 (0) 1506 203325 or sales@rotheragroup.com