



COMMUNICATION AND WRITING SKILLS | CWS-012

Proposal and Tender Writing

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Course content

Why Attend

Winning contracts and funding depends on persuasive, compliant proposals. Many good organisations lose bids because their proposals are unclear, generic or non-compliant.

This Aractech course covers bid/no-bid decisions, analysing requirements, win themes, proposal structure, writing persuasive responses, pricing narratives, compliance matrices, graphics, reviews and lessons learned. Participants write sections of a real proposal.

Course Methodology

- Proposal writing workshops
- Case studies
- Review simulations
- Templates
- Feedback

Course Objectives

- Make informed bid/no-bid decisions
- Analyse requirements and evaluation criteria
- Develop win themes and value propositions
- Write persuasive, compliant responses
- Use compliance matrices and reviews
- Learn from wins and losses

Target Audience

- Bid and proposal managers
- Business development professionals

Course content

- Sales managers
- Consultants

Course outline

Detailed course outline

Day-by-day outline for Proposal and Tender Writing.

Day 1 - Bid Strategy

- 09:00-09:45 | Bid process
- 09:45-10:30 | Bid/no-bid
- 10:30-11:00 | Customer insight
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Customer insight (continued)
- 11:45-12:30 | Competitor analysis
- 12:30-14:00 | Exercise: Bid decision

Day 2 - Requirements and Themes

- 09:00-09:45 | Analysing tenders
- 09:45-10:30 | Evaluation criteria
- 10:30-11:00 | Win themes
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Win themes (continued)
- 11:45-12:30 | Value propositions
- 12:30-14:00 | Workshop: Win themes

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Day 3 - Writing Responses

- 09:00-09:39 | Response structure
- 09:39-10:18 | Persuasive writing
- 10:18-11:00 | Evidence and case studies
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Evidence and case studies (continued)
- 12:05-12:43 | Graphics
- 12:43-14:00 | Exercise: Writing a response

Day 4 - Compliance and Pricing

- 09:00-09:45 | Compliance matrices
- 09:45-10:30 | Pricing narratives
- 10:30-11:00 | Risk
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Risk (continued)
- 11:45-12:30 | Formatting
- 12:30-14:00 | Case study: Lost bid analysis

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Day 5 - Reviews and Lessons

- 09:00-09:54 | Colour team reviews
- 09:54-10:48 | Editing
- 10:48-11:00 | Submission
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Submission (continued)
- 12:12-13:06 | Debriefs
- 13:06-14:00 | Capstone: Proposal section

Seminar dates

Available seminar dates

Live dates and pricing for Proposal and Tender Writing generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Istanbul	Classroom	€1,978
14 - 18 December 2026	Vienna	Classroom	€3,225
18 - 22 January 2027	Barcelona	Classroom	€2,815
15 - 19 February 2027	Rome	Classroom	€3,460
15 - 19 March 2027	Munich	Classroom	€3,225
19 - 23 April 2027	Amsterdam	Classroom	€2,830
17 - 21 May 2027	London	Classroom	€2,315
21 - 25 June 2027	Istanbul	Classroom	€1,978
19 - 23 July 2027	Vienna	Classroom	€3,225
16 - 20 August 2027	Barcelona	Classroom	€2,815

Seminar dates

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20 - 24 September 2027	Rome	Classroom	€3,460
18 - 22 October 2027	Munich	Classroom	€3,225
15 - 19 November 2027	Amsterdam	Classroom	€2,830
20 - 24 December 2027	London	Classroom	€2,315
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

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17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
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