

Bid Writing Masterclass and Storyline™ Workshop

Plenty of strong bids lose marks for reasons that have nothing to do with the solution. The answer drifts away from the question, the best points are tucked away on page four, or the whole response talks about the bidder when the evaluator only wants to know what it means for them.

Your sales leads, subject matter experts and even seasoned members of your bid team may never have been trained to write in a way that evaluators reward. Yet the writing is often what separates a narrow loss from a contract win.

This course combines our Bid Writing Masterclass and the Storyline™ Workshop in one practical programme. Your team learns to plan answers before the tender arrives, unpick complex questions and scoring criteria, and build a clear storyline from the customer's needs to your key messages. Then they put it to work on real content.

Delivered with CSK Management, creators of the Storyline™ method and our training partner for over ten years, the course gives your team step-by-step guidance to:

- **See the bid through the customer's eyes and focus on what matters most to the buying centre**
- **Build a clear bid strategy, with strong win themes and strategy statements**
- **Turn customer needs into a compliant, responsive message tree backed by evidence**
- **Write clear, persuasive text using proven techniques, with sensible support from AI**
- **Produce concise executive summaries that decision makers will actually read**
- **Prepare and deliver a structured, engaging proposal presentation**

In-house courses use case study material from your own recent bids. Every delegate receives a digital badge and a verifiable PDF certificate, and is prepared for the APMP Bid and Proposal Writing Micro Certification.

1 or 2 Day Course (Classroom or Online)

Choose the 2-day Standard course for depth and extra hands-on practice, or the 1-day Compact course for every core module in one focused day. Online, they run as six or three live sessions. For in-house courses, we review your recent bids first and build bespoke exercises around them.

The Customer's Perspective

STANDARD AND COMPACT

Evaluators score what matters to them, not what matters to you. We look at how the buying centre makes its decisions, how to find the customer's hot buttons, and how to move beyond feature lists and bare compliance to content that genuinely influences.

Winning Bid Strategy

STANDARD ONLY

Good proposals start with a strategy, not a blank page. We work through win strategy, strategy statements and theme statements, and show how they become the foundation of your content plan.

Compelling Bid Content

STANDARD AND COMPACT

Here we introduce the Storyline™ Approach, a repeatable method for persuading the buying centre. You'll outline documents properly, write headings that do real work, develop key messages and get clear on USPs and discriminators. Using real examples, we turn dry technical text into something convincing, without it tipping into marketing speak.

Pre-Written Text

STANDARD ONLY

Reusable content saves time, but only when it's adapted with care. We look at how to make boilerplate work for each bid rather than against it.

Writing Your Bid Text

STANDARD AND COMPACT

We apply the Seven Golden Style Guidelines to make your text easy to read and easy to score. We also cover how to use AI sensibly to draft and improve content, and 'ghosting' techniques that quietly play down a competitor's strengths.

Executive Summaries

STANDARD AND COMPACT

Who really reads your executive summary, and what do they need from it? Using the five-box structure and message leverage, we show you how to write summaries built around the client, not the dull, generic version evaluators see every week.

Proposal Graphics

STANDARD ONLY

The right visual can do the job of a page of text. We share the ground rules for graphics with impact and how to choose between diagrams, charts and photos.

Proposal Presentations

STANDARD ONLY

We show you how to carry your written content into the presentation, structure it around the seven-step agenda, avoid the mistakes many bidders make, and keep the panel with you from start to finish.

Hands-On Exercises

STANDARD ONLY

Extra practical exercises throughout the two days, so the methods stick and your team can use them on the very next bid.

> **"I just wanted to say a big thanks for your help via the recent course, and that it has made a significant impact with regards to my success in two tender submissions since then, with one awarded and another likely to be awarded. This has seen an immediate increase in my quality scores."**
>
> **Liam Tuffrey, Marketing Manager, Quantec**

To discuss your unique training needs please call **+44 (0)20 8158 3952**
or visit **bidsolutions.com**

Bid Training
Educating Winners