

Learn how to plan and write clear, concise and convincing tenders and proposals that win business

Until now, Winning Words' Persuasive Proposal Writing training program has only been available to companies with six or more people to train. By popular demand this Master Class takes the best topics from the Persuasive Proposal Writing program and delivers them over a six-week, small group webinar series open to companies and not-for-profit organisations with one or more people who need tender & proposal writing skills.

Is the Persuasive Tender and Proposal Writing Master Class series right for me?

This program is aimed at people who work for companies and not-for-profit organisations who have a proposal-writing component to their role, including small business owners who respond to RFTs*. If you want to take your tender and proposal writing skills and success rates to the next level, you will benefit enormously from the Master Class series. Here is what just a few people who attended our Persuasive Proposal Writing training course had to say:

"I learned so much at the Persuasive Proposal Writing workshop and applied it all to this RFQ. We have WON the business and I sincerely believe that at least part of our success is due to the way we presented our submission - thanks to you." **Brett Piskulich, State Manager NSW & ACT, Dexion Office**

"We have been very busy with delivering projects that we have won most of this year – so count us as one of your success stories!" **Amanda Burgess, Principal Consultant, Opticon**
(Opticon commissioned Persuasive Proposal Writing training in 2009)

"An excellent two days which opened my eyes to how complacent our approach was previously, and just how powerful some really simple techniques can be."
Mary Jordan, Operations Manager, Thinc Health

What will I learn?

You will learn how to create a bid strategy and Purchaser Value Topics (win themes); how to plan tender and proposal content; how to write a winning Executive Summary; how to recognise and substantiate claims; the power of case studies and customer testimonials; and many other powerful persuasive writing techniques you can apply to your next proposal.

How does the program work?

Webinars The Master Class series includes six one-hour webinars (one per week) with preparation, exercises and 'homework' between sessions.

Individual attention You will also have two individual 30-minute feedback sessions with the Master Class leader to discuss bids you are working on & review your learning goals. Each Master Class group is restricted to a maximum of 8 participants.

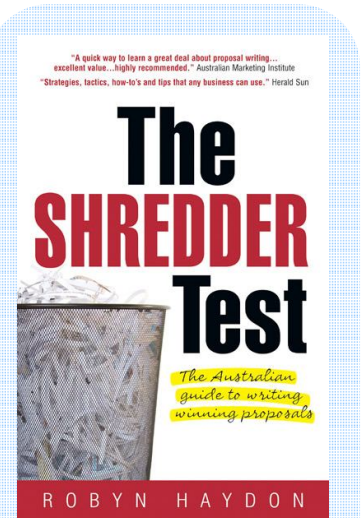
Applications

To apply for the Persuasive Tender and Proposal Writing Master Class, please complete the attached application form, scan and return it to robyn@winningwords.com.au. When your application is accepted, you will be invited to submit a proposal you have written to the Master Class leader for feedback, and to discuss and agree your learning goals.

*Unfortunately, we cannot accept applications from freelance writers or other bid consultants.

Investment

Early Bird (enrolled and paid by 16 January 2012): \$1,250 per person inc GST. Regular price: \$1,550 per person inc GST. A Tax Invoice will be issued for payment by direct bank deposit (credit card payment is not available). **This course will sell out quickly - get in early to secure your place!**



Your Master Class leader

Robyn Haydon,
Principal Consultant
Winning Words

Robyn is the author of *The Shredder Test: the Australian guide to writing winning proposals* and one of Australia's most successful and sought-after independent bid consultants. With a win rate of 76% and shortlisting rate of 86%, Robyn has helped her clients to land hundreds of millions of dollars worth of business. Robyn holds Cert IV in Workplace Training & Assessment and regularly conducts Persuasive Proposal Writing training for companies.

"(The Shredder Test is) a quick way to learn a great deal about proposal writing...excellent value...highly recommended." **Australian Marketing Institute**

"What's your strike rate when it comes to successful submissions? If it's less than 100%, you could learn something from The Shredder Test. The chapter summaries are excellent...a concise, useful read."
The Age

"Strategies, tactics, how-to's and tips that any business can use."
Herald Sun

Questions?

call (03) 9557 4585 or email robyn@winningwords.com.au



Persuasive Tender and Proposal Writing
Six-week Master Class series Feb/March 2012

APPLICATION FORM

Name _____

Job Title _____

Company/Organisation _____

Street Address _____

City/Suburb _____

State _____ Postcode _____

Office Phone _____ Mobile _____

Office email _____

Who should we address the invoice to? _____
(If not to yourself, e.g. to your Manager)

Preferred time to attend Master Class webinars (number order of preference 1-2*):

8.30am – 9.30am _____

or

4.30pm – 5.30pm _____

Level of tender and proposal writing experience (check one):

None

1-3 years

1 year or less

More than 5 years

What do you most want to gain from this program**? _____

Please note:

*Master Classes may be scheduled at any one of these times and on any weekday depending on best fit with all participants. **Attach separate sheet if necessary. A Tax Invoice will be issued for payment by direct bank deposit (credit card payment not available). Payment must be made by 16/01/2012 to receive Early Bird rate.

Conditions of application:

This program is aimed at people who work for companies and not-for-profit organisations with a tender or proposal-writing component to their role, including small business owners who respond to RFTs. Sorry, we cannot accept applications from freelance writers or other bid consultants.

Cancellation policy:

Cancellations cannot be accepted once your place in the course is confirmed and fees are paid. Substitutions may be possible at the discretion of the Master Class leader. Note: Master Classes require a minimum of 4 participants to go ahead. If the program is cancelled pre-paid fees will be refunded. [www](http://www.winningwords.com.au)

**Durban Professionals Pty Ltd
Trading as Winning Words
ABN 70 098 731 876**

Return completed form to
robyn@winningwords.com.au

For further information call
03 9557 4585
0407 833 904