

## **Writing Winning Proposals with Kevin Thislethwaite of A7 Adviserory Services**

Proposals, bids and tenders are some of the most important business documents you will write. In the competition for new business there is no room for 'average', your proposals need to be the best they can be and provide the information that allows the recipient to select your product or service. This day is specifically aimed at SMEs who are competing for contracts and seeking to improve their win rate.

This course covers all aspects of developing proposals from pre-sales conversations through to developing the offer, identifying the requirement, the order winning criteria, unique selling points, to presenting the argument for your offer and securing the contract.

Throughout the day Kevin will focus on overcoming the challenges of developing a good proposal, specifically

- Failing to identify and answer the 'exam question' – sometimes called the customer requirements
- Offering an off the shelf product when a solution is required
- Failing to tell a logical story
- Presenting information in a complex format or with verbose language
- Including irrelevant information and content
- Using a tone that's inappropriate for the customer's organisational style and culture
- Overcoming the fear created by a blank page.

The Course is inclusive and participative with opportunities to learn and practice new techniques that will enhance your prospects of producing a winning proposal.

Topics covered include:

- Analysing customer requirements and corporate culture
- The stated and implied requirements
- Developing the offer and adding value to the customer
- Simple tools and techniques to assemble your content and develop the 'story board'
- Structuring the document and writing Executive Summaries
- Internal processes that support successful proposals

Working in small groups you will develop the key sections of a proposal and build the knowledge and skills necessary to produce your own winning documents and presentations.

Kevin Thistlethwaite has over 15 years' experience of successfully bidding for contracts ranging from business advisory through civil engineering and IT systems to dental services. He brings a unique insight drawn both from business advisory assignments leading and supporting government teams on large complex procurements and earlier career experience both as Head of the MoD Fuels supply chain and Head of Government Solutions at BMJ Group. Kevin has also designed and lead business advisory assignments with central and local government departments, the emergency services and private sector clients; including banks and venture capitalists.

If you want more information about this training course, please email:

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