XCELERATE TRAINING INSTITUTE

your learning & development partner

COMMUNICATION & WRITING SKILLS

Winning Proposals and Bids Training Course

Writing Persuasive Proposals and Responding to Tenders

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	TTC-125

Upcoming dates

Dates	Venue	Format	Fee
25 – 27 Jan 2027	Paris	Classroom	€3,200
15 – 17 Mar 2027	Live online	Online (live)	€900
5 – 7 Apr 2027	Singapore	Classroom	€3,900
12 – 14 Jul 2027	Amman	Classroom	€2,600
27 – 29 Sep 2027	Live online	Online (live)	€900
18 – 20 Oct 2027	Amsterdam	Classroom	€3,200

Register or ask a question

Online: x8ti.com/course/winning-proposals-and-bids-training-course/

+491631686678 · info@x8ti.com

Winning Proposals and Bids Training Course

Introduction

Many contracts, especially with governments and large companies, are won or lost through written proposals and tender responses. Winning bids require a clear strategy, compliance with requirements and persuasive writing.

This course covers the full bid process: bid/no-bid decisions, win strategy, compliance, proposal writing, pricing presentation, reviews and presentations.

Learning Objectives

By the end of this course, participants will be able to:

- Decide which opportunities to pursue
- Develop win themes and bid strategies
- Analyse tender requirements and ensure compliance
- Write persuasive, customer-focused proposals
- Manage bid teams and timelines
- Present proposals and learn from results

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants respond to a sample tender and receive feedback on their proposal.

Benefits for Your Organisation

- Higher win rates
- More efficient bid processes
- Professional, consistent proposals
- Better use of bid resources

Benefits for You

- Proposal writing skills
- Bid management tools
- Persuasive writing techniques
- Confidence in tender processes

Who Should Attend

This course is designed for:

- Bid and proposal managers

- Sales and business development staff
- Technical writers
- Project managers contributing to bids
- Consultants and contractors

Course Outline

Day 1: Bid Strategy

- The bid lifecycle
- Bid/no-bid decisions
- Understanding the customer
- Win themes
- Competitor analysis

Day 2: Writing the Proposal

- Analysing requirements
- Compliance matrices
- Customer-focused writing
- Executive summaries
- Presenting price and value

Day 3: Managing and Improving Bids

- Bid team management
- Reviews and quality checks
- Bid presentations
- Debriefs and learning
- Proposal exercise feedback

Copyright and intellectual property
This course, "Winning Proposals and Bids Training Course", is an original course by Xcelerate Training Institute. All materials, content and structure are the intellectual property of Xcelerate Training Institute. Reproduction, distribution or use of any part of this course without written consent is prohibited.

Registration Form

Winning Proposals and Bids Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page