

# Writing Skills for Tenders



*I am your client. I need something fixed, and I need answers in the form of a tender response.*

*You are trying to sell me something and I will make my decision based on the information you present in your document.*

Whether you are a small or large business, you need to explain clearly to the client how you can meet the needs documented in their request.

There is no margin for error. Most readers will skim a tender response, so the information they're seeking must be easy to find. And no-one should have to re-read content trying to work out what it means.

This course teaches you principles for becoming a successful tender writer, including topics such as:

- What makes a successful tender
- How to write effectively
- Writing strategies for tenders
- Tender assessment and how to address evaluation criteria



## FEATURES

- Small groups (max 8, usually 4-5) with opportunity to discuss examples from your documents.
- Includes a detailed manual with additional readings and reference lists.
- Helpful for writers without formal training who need instruction in some areas of the tender writing process or a general refresher.

## WHO SHOULD ATTEND

- Anyone involved in any phase of tender or proposal writing.
- Intermediate writers seeking skills in the art of tender writing.

Develop a writing strategy

*Write and present in the best way*

Be compliant

*Avoid confusing your readers*

To book or for more information email us at [info@techwriter.com.au](mailto:info@techwriter.com.au). See our website [www.techwriter.com.au](http://www.techwriter.com.au) for details of all our courses and scheduled dates.

## Did you know...?

Assessors report that many tender responses are unclear and difficult to understand.

## WHAT YOU WILL LEARN

After completing this course you will have a strong understanding of the entire tender writing process. Skills and tools you gain on the course include how to:

- Develop a response strategy
- Avoid common tender and proposal mistakes
- Write effectively by
  - Structuring clear sentences
  - Transitioning paragraphs logically
  - Avoiding common writing issues
  - Using client hot buttons
- Finalise your document by reviewing and editing the content.
- Achieve consistency by following a style guide.

### Extras

- 10 keys to writing a successful tender
- Words commonly confused and misused and much more...

Learn techniques that will increase the success of your tender responses and proposals

**Cost: \$475** includes manual, morning and afternoon tea and lunch each day.

## PRESENTERS

The course may involve one or more of the following presenters, depending on the course requirements.

**Jill Nicholson** is an experienced technical and business communicator who lectured for many years at the University of Technology, Sydney. She now presents technical and business communication courses to Government Departments and to the private sector in Australia, New Zealand, the USA, and Singapore; and writes and edits a variety of documents for business clients.

**Melissa Brett** has worked for more than 20 years as a writer, editor and proofreader. She has a Certificate IV in Training and Assessment, and experience teaching both software and writing skills. She currently writes and edits technical and business documents for a number of clients.

**Lyneve Rappell** is an accomplished editor who has worked on published books, general guides, brochures and more. She has also taught English in Japan and was a Learning Skills lecturer at the University of Western Sydney.