



# Tender Writing Course Brochure

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1 Day Practical Workshop



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# The Right Fit.....For You

**When responding to an RFP or ITT, good writing skills are essential: you won't even get past the pre-qualification stage if your bid writing lets you down.**

Our practical, one-day **Tender Writing** course is designed to make **the task of writing tenders, bids and proposals as simple as possible**, using tools and techniques to improve the quality and **reduce the time needed to produce effective documents**.

The course also offers practical advice on layout, style and language that can be used to **make your document more readable and digestible for the intended audience**.

The course also looks at **how your final tender/proposal will be evaluated** against a certain criteria such as Past performance, Resources, Methodology and Price.

The course is very interactive. We can **incorporate your existing documents to aid group discussions** and practical writing exercises to allow learners to self-assess their current skills and identify areas of improvement.

Our aim is that each learner leaves the course with a **list of key points to take away and work on back on the job**.

*"I speak for all in saying that it was an excellent course. I found the course very interesting and beneficial both for my work and future career."*

**Marcin Cesarz, Lead Business Analyst, AIB**



*"We are all very happy with the training carried out last week & will definitely be in contact in the future"*

**Aoife O'Rourke, Key Account Manager, Tool & Plastic**



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

**Jonathan Latimer, Fleet Training Instructor, City Jet**





# Why Choose Our Tender Writing Course

DCM Learning's Tender Writing course is designed to make the task of writing tenders, bids and proposals as simple as possible, using tools and techniques to improve the quality and reduce the time needed to produce effective documents.

## Specific reasons to choose this course:



**Experienced:** We have trained over 241 individuals successfully in Tender Writing over the last two years.



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Experienced Training Team:** Our trainers are Training Practitioners with years of industry experience as well as vast training experience.



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

## You're in Good Company

We have delivered our Tender Writing programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





# Tender Writing Course Outline

## COURSE OVERVIEW

Our one day Tender Writing course is suitable for anyone who has to write persuasively to win business, whether that's responding to a formal request for tender or writing a proposal to your own structure.

This course has been designed to make the task of writing tenders, bids and proposals as simple as possible, using tools and techniques to improve the quality and reduce the time needed to produce effective documents.

The course offers practical advice on layout, style and language that can be used to make your document more readable and digestible for the intended audience.

The course also looks at how your final tender/proposal will be evaluated against a certain criteria such as Past Performance, Resources, Methodology and Price.

## LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Write Tender documents clearly & concisely
- Apply a systematic approach to layout & structure
- Use plain and simple English grammar correctly
- Appreciate the importance of proof-reading all written communications
- Have insight into how Tenders are evaluated





# Course Content

## TOPIC 1: PLANNING AND PREPARATION

- Establishing the scope and purpose of the document
- Determining the appropriate level of detail
- Writing for your audience
- Your content library – collection of useful information

## TOPIC 2: WRITING YOUR DOCUMENT

- Guidelines for Sequencing; Layout; Designing for visual appeal
- Dealing with abstracts; summaries; recommendations; appendixes
- Writing Tips – plain English rules; effective lists; active voice; being concise
- Common pitfalls – jargon; long-winded expressions; bad grammar; redundant words

## TOPIC 3: HOW YOUR TENDER IS EVALUATED

- Exclusion, Selection and Contract Award Criteria
- Understanding the weighting attached to the award criteria
- Getting feedback about unsuccessful tenders – learning from your experience

## TOPIC 4: PROOF READING AND EDITING

- Proof-read for Accuracy; Impression; Message; Appearance;
- Removing dead wood and waffle
- Proof-reading strategies
- Proof-reading marks



## Brendan Murphy

### Training Associate

Brendan is an accomplished training consultant with a thoughtful and thought-provoking approach, yet he is entertaining and engaging. He has long experience of group facilitation in a variety of settings with a knack for individual performance improvement.

Brendan brings his vibrant enthusiasm for training to every course he delivers. His resulting style is participative and inclusive, which empowers learners to develop their skills and achieve great results from training.

As a writing trainer for DCM Learning, he passes on his razor-sharp instincts for writing that works to clients as diverse as Coca Cola, Bristol Myer Squibb and Cork County Council.

Some of Brendan's qualifications include:

- BA in English, St. Patrick's College, Maynooth
- FETAC Level 6 Train the Trainer with Distinction
- Diploma in Business & Executive Coaching, Smurfit Business School
- Higher Diploma in Education, St. Patrick's College, Maynooth

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*"The course was brilliant and the content was very reverent to the group. Brendan was excellent in delivering this training and it made the topic very enjoyable."*

**Fionn Hanratty, Engineer, Irish Aviation Authority**





## Andrew Gibson

Associate Director

Andrew is an accomplished training consultant and coach with a thoughtful and thought-provoking approach, yet he is entertaining and engaging. He has acquired the knowledge and skills of successful management and knows how to impart them to others. He has worked in training and development for over 15 years, helping people and organisations of all sizes and sectors achieve their goals.

Andrew's background in Behavioral Psychology means he is best placed to understand organizational change doesn't happen overnight and isn't always easy.

Andrew has vast experience as a trainer, mediator and conflict coach and has worked with the United Nations on mediation and conflict resolution. He has extensively studied the effect of inter-cultural conflict especially in the workplace.

Some of Andrew's qualifications and affiliations include:

- Honours degree in Psychology from Nottingham Trent University (NTU)
- Member of The British Psychological Society
- Higher Diploma (H. Dip) in Conflict Resolution
- Member of the International Mediation Institute (IMI) and an IMI Certified Mediator
- Member of the IMI Appraisal Committee; the role of this committee is to manage and approve new qualifying assessment programmes

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*"Please feel free to use me as a reference for anyone considering it. Andrew was an expert facilitator who made the course very enjoyable. I'm delighted I did it!"*

Alan Grogan, Programme Manager, Arthur Cox

**ARTHUR COX**





# Inhouse Training, One Size Doesn't Fit All.

**Does your team need Tender Writing training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.







**Set your career on the  
right course**

#### **DUBLIN**

-  01 5241338
-  [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
-  Guinness Enterprise  
Centre

#### **CORK**

-  021 2429691
-  [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)
-  Atrium Business Centre  
Blackpool Business Park

#### **DROGHEDA**

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-  24 Laurence Street  
Co. Louth