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COURSE BROCHURE

Proposal Management Foundations and Win Themes Training Course

8 – 12 November 2027
Paris

Proposal Management Foundations and Win Themes Training Course

Ref: 1452_53997 **Date:** 8 – 12 November 2027 **Location:** Paris **Fees:** 5900 GBP

Proposal Management Foundations and Win Themes is a 1-week training course for bid writers, proposal coordinators and sales staff who prepare responses to tenders, and it produces a proposal plan for a live tender. Buyers now score bids against strict criteria and short deadlines, so a disciplined process and clear win themes often separate the winner from a compliant loser. Jupiter Prime Training delivers this course on Proposal Management Foundations and Win Themes.

Why Proposal Management Foundations and Win Themes Matter Now

Three forces shape proposal work today: procurement teams that publish weighted evaluation criteria and reject non-compliant bids outright, sales leaders who need a higher win rate from fewer opportunities, and subject experts who have limited time to write. Organisations with a repeatable proposal process bid selectively and submit on time with consistent messages; those without one chase every tender and burn out their teams. The course rests on the capture-to-submission lifecycle, bid/no-bid gate decisions, the Features-Benefits-Proof FBP structure for persuasive answers and colour team reviews for quality control.

Who Gains Most from Proposal Management Foundations and Win Themes

- Bid writers who draft technical and commercial answers to tender questions
- Proposal coordinators who run schedules, contributors and submission logistics
- Account and sales staff who own client relationships before a tender is released
- Subject experts asked to contribute content to proposals alongside their day jobs
- Pre-sales and solutions staff who shape offers and pricing inputs

A bid or business development unit gains most when several of its members attend together and agree one proposal process.

Proposal Management Foundations and Win Themes Capabilities

Participants move from writing answers in a rush to running proposals as planned projects with clear messages for evaluators.

- Assess an opportunity with a bid/no-bid scorecard — for sales leaders deciding where to invest effort
- Build a compliance matrix that traces every requirement to an answer — for evaluators and contract teams
- Design win themes linking client needs to proof — for executives approving the bid strategy
- Specify a proposal schedule with contributor tasks and review gates — for proposal coordinators and subject experts
- Apply the Features-Benefits-Proof structure to tender answers — for scoring panels
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Communicate review findings through colour team sessions — for writers revising drafts before submission

Key Proposal Management Foundations and Win Themes Terms

- Bid/No-Bid Decision — a structured judgement on whether an opportunity is worth pursuing given fit, competition and resources.
- Compliance Matrix — a table mapping each requirement in a tender to the section and page where it is answered.
- Win Theme — a short client-focused message, backed by proof, explaining why the bidder is the strongest choice.
- Discriminator — a feature of the offer that the client values and competitors cannot easily match.
- Colour Team Review — a staged review of a proposal draft by reviewers playing set roles, often named by colour.
- Capture Plan — the pre-tender plan for understanding a client, shaping the requirement and positioning to win.

Proposal Management Foundations and Win Themes Day by Day

Day 1: The Proposal Lifecycle

- Capture-to-Submission Lifecycle — Mapping Stages From Lead to Award
- Buyer Evaluation Methods — Reading Weighted Criteria and Scoring Rules
- Capture Plan Basics — Positioning Before the Tender Is Released
- Case Contrasts From Construction and IT Services — Comparing Winning Bids
- Proposal Roles Map — Assigning Manager, Writers, Reviewers and Approvers

Day 2: Deciding and Planning the Bid

- Bid/No-Bid Scorecard — Judging Fit, Competition and Win Probability
- Tender Document Shredding — Extracting Every Requirement and Instruction
- Compliance Matrix Build — Tracing Requirements to Answer Sections
- Proposal Schedule — Back-Planning From Submission Deadline
- Kick-Off Meeting Pack — Briefing Contributors on Strategy and Tasks

Day 3: Win Strategy and Messages

- Client Hot Buttons — Identifying Issues Evaluators Care About Most
- Competitor Assessment Grid — Locating Strengths, Gaps and Ghosting Options
- Discriminator Analysis — Choosing Proof Points That Set the Offer Apart
- Win Theme Statements — Linking Benefits to Client Outcomes
- Executive Summary Outline — Leading With the Client's Priorities

Day 4: Writing and Reviewing Answers

- Features-Benefits-Proof Structure — Making Answers Persuasive and Scoreable
- Answer Storyboards — Planning Content Before Drafting
- Graphics and Action Captions — Explaining Complex Offers Visually
- Content Library Use — Reusing Boilerplate Without Losing Relevance
- Colour Team Reviews — Running Pink, Red and Gold Checks

Day 5: Practising the Proposal Plan for a Live Tender

- Live Tender Bid/No-Bid — Applying the Scorecard to a Real Opportunity
- Compliance Matrix Draft — Mapping the Live Tender's Requirements
- Win Theme Selection — Agreeing Three Themes With Proof
- Red Team Simulation — Scoring a Sample Answer as Evaluators
- Final Proposal Plan for a Live Tender — Schedule, Roles, Themes and Matrix

Applying Proposal Management Foundations and Win Themes After the Course

- Run a bid/no-bid session on the next tender received, using the scorecard and recording the decision rationale.
- Introduce a compliance matrix and a red team review on the next live proposal before submission.

Proposal Management Foundations and Win Themes Questions FAQ

What are proposal management foundations and win themes, and why do they matter now?

Proposal management foundations are the core steps for planning, writing and reviewing bids, and win themes are the messages that make evaluators prefer one bidder. They matter now because buyers score strictly and reject non-compliant or generic bids.

Which roles gain most from proposal management foundations and win themes training?

Bid writers, proposal coordinators, account managers and subject experts who contribute to tenders gain most, in sectors from construction to IT services.

How does proposal management foundations and win themes training differ from a tender process course?

It focuses on the bidder's side: deciding which bids to pursue, building messages and producing scoreable answers, not on how a buyer runs a tender.

What do you bring back from proposal management foundations and win themes training?

You bring back a plan for a real tender, including a bid/no-bid decision, compliance matrix, schedule, roles and agreed win themes ready for your team to use.

Proposal Management Foundations and Win Themes: The Way Forward

The proposal plan for a live tender gives the bid team a schedule, roles, a compliance matrix and agreed win themes. Its first decision is whether to bid at all. The proposal coordinator, sales lead and approver use it together, and after submission the debrief from the buyer is worth comparing with the win themes chosen.