

Crafting and Writing Winning Proposals

Two-day Workshop

About this workshop

Customer-focused proposals can help win new business and secure additional contracts. As such, the ability to craft winning proposals is critically important for many business professionals. In this workshop, you learn to write proposals that provide a clear picture of your solution and demonstrate why your organization is the best choice.

Who should attend

This workshop is for teams and sales people who write proposals or respond to RFPs.

We suggest 12 to 15 participants to allow for individual coaching.

What you learn

In this workshop, you learn to:

- use the writing process to create better quality proposals in less time, every time
- analyse your RFPs using a competitor analysis and a strength/weakness analysis
- tie your solution to your clients' objectives and present ideas persuasively
- write in a clear and concise style
- organize information into logical sections
- use headings and lists to increase clarity
- write concise executive summaries that highlight the benefits of your product or service
- use editing strategies to achieve greater consistency if your proposal has many contributors

What to expect

We know that people learn best by doing, so this workshop gives you many opportunities to practice as you learn. You participate in both group and individual learning projects and receive coaching from your facilitator. Bring samples of recent proposals to assess and pinpoint areas for improvement. As well, you plan and write a section of a current proposal so you can apply your new skills right away.

You receive a comprehensive manual with valuable resources for post-workshop reference.