

IN PERSON · TWO DAYS

## Writing Winning Proposals

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 course, 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 course is for teams and salespeople who write proposals or respond to RFPs. We suggest 12 to 15 participants to allow for individual coaching.

### You learn to

- Use the writing process to create better quality proposals in less time, every time
- Analyze 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 course 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 also receive a comprehensive manual, tip sheets and access to online resources for post-course use.

## How you spend your time

### Craft winning proposals

Learn to:

- Compare two versions of a proposal to understand the difference between a good and a winning proposal
- Use the 5 factors for proposal success to quickly assess and improve your proposals
- Apply the 8 steps to writing winning proposals to make strategic decisions

Assess your proposal to include the 5 success factors and craft your sales strategy using the 8 steps to writing winning proposals. Your facilitator is available to answer questions and provide coaching.

### Create your first draft

Learn to:

- Analyze your reader's needs and clarify your purpose
- Plan your content – quickly generate and organize your ideas
- Draft quickly and painlessly

Prepare a draft proposal of your choice.

## **Revise your draft for clarity and style**

Learn to:

- Structure your proposals
- Put your main point up front and make your proposals easy to scan
- Energize your writing by using a clear, concise style
- Use a positive tone to build and maintain good relationships

Complete exercises in the manual to practice your skills. Assess your own writing and revise your draft for structure and style.

## **Workshop**

Exchange proposals with your peers and learn how to review each other's work. Workshop your proposal with a small group, where you give and receive feedback to take your proposals to the next level.