

Crafting & Writing Winning Proposals

About this Workshop

Writing customer-focused proposals that win business is a critically important skill for many business professionals. In this workshop, your employees will learn to write proposals that provide a clear picture of your proposed solution and demonstrate why your organization is the best choice.

Who Should Attend

This workshop is designed for proposal teams, sales people or other support staff who are required to write both unsolicited proposals as well as responses to RFPs.

We suggest a maximum of 15 participants for this workshop.

What Participants Will Learn

By attending this workshop, your employees will learn to:

- Assess their existing proposals against five proven success factors for winning proposals
- Address their customers' key buying triggers
- Tie the benefits of your organization's solutions to your customers' objectives
- Use a proposal development system that includes a competitor analysis and strength/weakness analysis
- Write powerful, concise executive summaries
- Use a High Impact writing style to give the customer a clear picture of what they are buying
- Write in a customer-focused, not seller-focused, way
- Measure the clarity and effectiveness of their writing style
- Use boilerplate seamlessly and effectively
- Use modern document design techniques to make their proposals more readable.