



Workshop Overview

Any organisation selling high value products or services business-to-business needs to write winning proposals. The selling process normally involves the development of detailed, tailored proposal documents. These have to achieve the highest standards to help the company and individuals achieve their business development objectives.



Benefits

By attending this workshop, you will learn how to write sales proposals more quickly and effectively, you will adopt a more convincing and persuasive style and be tuned into your audience allowing you to write business winning proposals that make you stand out from your competitors.

Outcomes & Content

- ✓ Defining the reader, client needs
- ✓ Organising information (Mind Mapping)
- ✓ Identify the key selling points
- ✓ Define the precise communication objectives
- ✓ Planning and structuring the proposal
- ✓ Use of plain English for clarity
- ✓ Presenting Price
- ✓ Demonstrating value
- ✓ Document layout options
- ✓ Proofreading
- ✓ Sense checking
- ✓ Sending the proposal
- ✓ Following up the proposal



Who should attend ?

This course would be beneficial for new and experienced sales staff, Key account managers, Bid and tender managers, Marketing departments and Senior staff who wish to brush up their proposal writing skills.

