

# Crafting & Writing Winning Proposals

## Course Objective

Your employees will leave this two-day workshop with immediately-usable skills for writing customer-focused proposals that provide a clear picture of your proposed solution and demonstrate why your organization is the best choice.

**Enrolment:** We suggest a maximum enrolment of 15 participants in this workshop.

## Who Should Attend

This workshop is designed for proposal teams, sales people or other support staff who are required to write proposals that win the business.

## What Participants Will Learn

By attending this workshop, your employees will learn to:

- Address their customers' key buying triggers
- Tie the benefits of your organization's products to your customers' objectives
- Use a proposal development system that includes a competitor analysis and strength/weakness analysis
- Write powerful, concise executive summaries
- Project a professional image of themselves and your organization
- Write in a customer-focused, not a seller-focused, way
- Measure the clarity and effectiveness of their writing style
- Organize their writing into logical and coherent paragraphs
- Use boilerplate seamlessly and effectively
- Use modern document design techniques to make their proposals more readable

