

Proposal Briefings that Matter



Workshop Options

Pricing*	\$8,450	\$9,750
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Max Participants	10	16
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Length & Delivery	2-day In-Person	
	1 Consultant	2 Consultants

Pricing includes customization, all workshop material, and follow-up coaching for 1 year.

**Talk with an IFI consultant for additional pricing, content and delivery options.*

The most important presentation your company will ever make is a proposal briefing. This presentation gives employees the tools to design effective briefings and confidently deliver customer-focused presentations that win.

Participant Outcomes

- Quickly **organize and design** customer-focused briefings
- Deliver **engaging briefings** that clearly lay out the solutions to customer problems
- **Build confidence** and **reduce stress** before and during proposal briefings
- Use **effective verbal and non-verbal delivery techniques** to respond to customer questions and concerns

Material Covered

- Understanding the win strategy
- The Process Approach
- Audience Analysis & Design
- Support & Visuals
- Delivery Skills
- Interaction & Audience Engagement

Organizational Outcomes

- Improved proposal win percentage
- Increased customer confidence in your organization
- More effective meetings



Just a Little Bit Better

Habits & skills form when we consistently and regularly apply principles, becoming just a little bit better one "drop" at a time.

Our training process transfers skill through:

- **Pre-workshop customization**
- **Engaging, tool-based workshops**
 - Fun, 70% exercise-based workshops
- **Regular post-workshop follow-up**
 - Follow-up for one year following training

Find out more at <https://ifitraining.com/pbm>

More Business Development and Sales Workshops from IFI Training



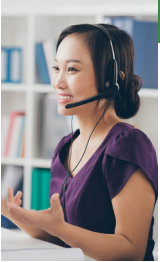
Managing Proposal Strategies

Proposal managers need to get proposals out on time and on budget to give your organization a competitive edge. This program gives these professionals the skills to manage proposal effort and create seamless proposals with win themes.



Proposal Writing Strategies

Proposals are the single most important document your organization produces. In this workshop, your employees will receive the tools they need to write concise, effective proposals that win by using a well-designed strategy.



Customer Service Strategies

Customer service representatives are the front line of today's workforce. This workshop helps these employees use active listening techniques to understand their customers and apply that understanding to reach agreeable outcomes.



Sales Presentations that Matter

The tools provided in this workshop facilitate the art of persuasion in presentations, phone calls and face-to-face communication. Participants use the process approach to understand their audience and sell effectively.



Negotiation Strategies

Work with other parties to find "win-win" solutions by using tools to

- create favorable negotiation environments
- understand the needs of all parties involved
- apply the negotiation strategy process



Effective Business Development

This in-depth workshop is designed to help business development professionals understand what drives their clients, create client-focused communication and turn relationships into champions for your organization.



Build Better Customer Relationships

Provide account managers, business development professionals and program managers with the tools they need to create customer action strategies that create and enhance customer relationships, loyalty and retention.

"I learned how to put on the right 'skin' to better interact with that certain person"

- Workshop Participant

Other IFI Training Areas

Leadership and Personal Development



Organizations that develop their leadership pipeline have **less turnover** and higher levels of **employee satisfaction** and engagement. Don't wait until it's too late to give your employees the tools that they need to be leaders before they get the job title. Our Leadership Toolbox focuses on the tools that your employees need to develop teams that get the most done.

Technical Skills



Change is a constant in the modern workplace. Every technological edge can turn into a marketplace advantage. Investing in your employees' technical skills will help to **improve organizational efficiency, increase employee engagement and help your team stay relevant.** Learn more about Microsoft Office programs, project management and other common business tools.

Communications



Good communication **reduces turnover, increases employee engagement and contributes to a better product** and process within your organization. We partner with you to create customized programs that target weak points in your organization and turn them into strengths. Communication excellence courses target communication, presentations, & business documents.