

# *Proposal Writing Strategies*

## Part of the “Strategic Selling Skills” Curriculum

A 1 or 2-Day Workshop designed to improve the proposal writing skills of engineers, sales, marketing and other professionals who need to write clear, benefit-focused proposals that win.

### *Why train your professionals in Proposal Writing Strategies?*

In today’s competitive market, proposals are the lifeblood of your organization. Whether you submit large, multi-volume proposals worth billions, or single-page letter proposals, **these documents determine the success or failure of your entire business.**

Your company will see an immediate increase in sales by improving the proposal writing skills of those involved in proposal production.

**Proposals are the single most important document your company produces!**

### *What skills will a participant learn?*

By attending the *PWS* workshop, your professionals will learn to:

- ⇒ Use a repeatable process approach to writing proposals
- ⇒ Write reader-focused proposals that clearly communicate the benefits of choosing your solution
- ⇒ Write proposals in less time with less frustration
- ⇒ Create seamless proposals that communicate a designed win strategy
- ⇒ Analyze and “strip out” an RFP
- ⇒ Use visuals to communicate complex technical information effectively
- ⇒ Make a bid–no bid decision

### *How will the participant benefit from the Proposal Writing Strategies workshop?*

We take the mystery out of writing proposals. Participants learn what good written communication is and how proposal evaluators select a winning proposal.

Each workshop participant will learn and practice writing winning proposal skills. Participants will also learn an easy to use process for organizing and writing benefit-oriented proposals that separate your solution from the competition. Participants leave the workshop excited to write their next winning proposal.

### *How will the corporation benefit from the Proposal Writing Strategies workshop?*

After training, your organization will see:

- ✓ Increased sales
- ✓ Better win percentage
- ✓ Improved attitudes about proposal writing
- ✓ Increased customer satisfaction
- ✓ Less employee turnover in proposal production



**Are your proposals telling your customers where to buy?**