

Proposal Briefings that Matter



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

Workshop Options

Pricing*	\$13,000	\$19,000
Max Participants	10	16
Length & Delivery	2-day In-Person or Virtual	
	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.

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>