

# Sell More by Writing to Sell

Win more business by making sure every paragraph you write contributes to your sales story

A highly interactive one-day session that will help you win more business in proposals and bids

Do your sales letters  
and proposals:

Learn how to:

- |   |  |   |  |
|---|--|---|--|
| X | Lack essential cut-through to gain the customer's attention? | ✓ | Make sure your document hits the messages your customer needs to hear to buy from you          |
| X | Focus on technical aspects instead of benefits?              | ✓ | Show that you really understand your customer by focusing on their real issues                 |
| X | Try to cram in everything you want to tell the customer?     | ✓ | Organise your thinking around business opportunities through a systematic approach to strategy |
| X | Take too long to draft and redraft?                          | ✓ | Reduce your effort on sales and save time with a reliable and reusable approach to writing     |



"Very helpful information which will significantly improve my writing and overall contribution to the bid"

Jessica Lindsay  
Subject Matter Expert  
SDSS



## 88% Win Rate

Learn how to win 88% of the bids you respond to - that's our win rate over a 3-year period, as audited by Ernst & Young

(see [www.shipleyswins.com.au](http://www.shipleyswins.com.au) for audit report).

A highly interactive one-day session that will help you win more business in proposals and bids

## Detailed workshop outline

### Customer focus

- Customer-focused sales writing
- Exercise: Write a short proposal
- Gain a customer focus perspective
- What is customer focus?

### Strategy

- Hot buttons
- Define common terms
- Understand business Issues
- Advance the sale with customer-focused documents
- The four-step customer-focused writing process
- Strategise to advance the sale
- Exercise: Using the strategy template for a proposal

### Planning and drafting

- Organise your section
- Organise with the four-box template
- Use the four-box approach
- Create a draft
- Draft quickly and confidently
- Exercise: Writing

### Graphics and reviewing

- Use graphics and action captions
- Exercise: Interpreting graphics
- Use success stories
- Exercise: Crafting success stories
- Revise in three stages to improve customer focus
- First stage revision (be clear)
- Second stage revision (be concise)
- Third stage revision (be correct)
- Exercise: Peer review



Shipley provides consulting and training services focused on winning business in highly competitive environments.

We are a 40-year-old global organisation with offices throughout North America, Europe and Asia Pacific that support over \$300Bn in bids each year. We have trained over 45,000 BD professionals in 33 countries.



As a valuable addition to your library, you will also receive a copy of our award-winning Proposal Guide, which has all of the detail your organisation needs to implement the insights that you will learn about on the day.

## Recommendations from previous participants

**"Enjoyable, well-paced, interactive and clearly relevant"**

Keith Mollison, Project Line Manager, EPE

**"Logic, structure and customer centric approach"**

Adam Johnston, Sales, Fujitsu