

Sell more by writing to sell

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

An interactive one-day session that will help you win more business through customer-focused proposals and other written communications

How can you write proposals and other sales documents that buyers are more likely to read and respond to?

Participants will learn and practise how to structure effective selling documents, using customer focus to capture the customer's attention and convey a persuasive message.

Do your sales letter and proposals:

- ✗ Lack essential cut-through to gain the customer's attention?
- ✗ Focus on technical aspects instead of benefits?
- ✗ Try to cram in everything you want to tell the customer?
- ✗ Take too long to draft and redraft?

Learn how to:

- ✓ Make sure your document hits the messages your customer needs to hear to buy from you
- ✓ Show that you really understand your customer by focusing on their real issues
- ✓ Organise your thinking around business opportunities through a systematic approach to strategy
- ✓ Reduce your effort on sales and save time with a reliable and reusable approach to writing

This instructor-led online or face-to-face course is delivered in in a single day, with breaks to complete case study exercises.

WHO SHOULD ATTEND?

- Business Development Professionals
- Proposal Writers and Managers
- Sales Professionals
- Proposal Contributors

"This workshop ensures the customer is always put first and the outcome for the customer / prospect is front of mind. Any role that responds to RFPs or writes proposals should do this course – it will change the way you think, organise and write."

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



COURSE CONTENTS

Assessing documents from a customer perspective

- What is customer focus?
- **Exercise:** Ranking documents for effectiveness
- **Exercise:** Identifying customer focus indicators

Advancing the sale with customer-focused documents

- The four-step customer-focused writing process
- Strategise to advance the sale
- Identify your objective
- Identify the customer and their “hot buttons”
- Understand business issues
- Ask questions to understand business needs
- **Exercise:** Using the strategy template for a proposal

Organising your document

- Organise with the Four-Box Template
- **Exercise:** Four-box comparison 1
- **Exercise:** Four-box comparison 2
- Use the four-box approach
- Start with an informative heading
- Make headings and bullet lists parallel
- **Exercise:** Using the four-box structure

Creating a draft

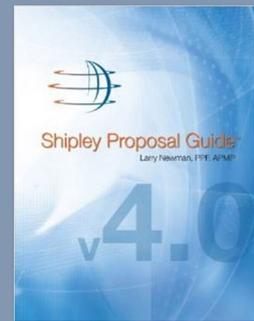
- Draft quickly and confidently
- Exercise: Writing
- Use graphics and action captions
- Exercise: Interpreting graphics
- Use success stories
- Exercise: Crafting success stories

Revising to improve customer focus

- Revise in 3 Stages
- First stage revision (be clear)
- Second stage revision (be concise)
- Third stage revision (be correct)
- Exercise: Peer review

WORKSHOP MATERIAL

- Shipleys Proposal Guide
- Shipleys workbook
- Tools and templates



DIGITAL BADGE & ACCREDITATION

*On completion of the workshop you will receive a **digital badge** which you can share via social media.*

This training can also start you on the path to Shipleys accreditations in the Proposal Writing subject area.



For more information about how to achieve accreditations, go to www.shipleys-accredit.me