



Lift your win rate with powerfully effective proposals

Make your proposals more customer-focused, more persuasive ... and more likely to win

An interactive workshop in which you will learn a proven process for developing winning proposals in any industry

Participants learn high-impact skills for developing customer-focused proposals that score higher on proposal evaluations. Learn the principles and best practices for proposal writing and practice your planning and writing skills using proven and flexible Shibley tools and templates.

Do you:

- ✗ Think you are not winning opportunities you deserve?
- ✗ Need a better way to develop proposal messaging?
- ✗ Feel that your proposals lack impact?
- ✗ Include too much information in your proposals?
- ✗ Lose focus by drafting and redrafting content?

Learn how to

- ✓ Recognise the ten indicators of customer focus that influence customers to favour your proposal
- ✓ Plan an effective proposal or section by leveraging strategies developed by the sales or capture team
- ✓ Gain and hold the customer's attention by organising textual and visual content around their hot buttons and issues
- ✓ Create proposals that sell by writing persuasive, succinct, well-organised proposal content and themes
- ✓ Gain higher evaluation scores by using effective examining and revision processes to improve customer focus

WHO SHOULD ATTEND?

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

"This training was exactly what I needed – it taught me proposal best practices, provided reference material and tools, and gave me a chance to practice what I learned and receive feedback."

"I'll be able to apply what I learned immediately on my next proposal."

Actual comments from participants

This course is delivered over two days, allowing time for breakouts to complete group and individual case study exercises and to practice writing skills.



COURSE CONTENTS

Customer Focus in proposals

- Recognize customer focus
- **Exercise:** Ranking Executive Summaries for effectiveness
- **Exercise:** Identifying customer focus indicators
- **Exercise:** Evaluating customer focus

Planning proposals

- Identify the customer's hot buttons
- Use the Executive Summary Planning Worksheet
- **Exercise:** Completing the Planning Worksheet
- **Exercise:** CRM case study
- Use visuals to improve document comprehension
- **Exercise:** Planning a visual and action caption

Organizing proposals

- Use a proposal section or Executive Summary 4-box organiser

- Fill the Organiser from the Planning Worksheet

- **Exercise:** Using the Organiser

Writing proposals

- Open Box 1 with a theme statement
- Include a vision statement in executive summaries
- Link the vision to this purchase
- Introduce the customer's hot buttons or sub-sections in Box 2
- Present your solution in Box 3
- Close with summary and next steps in Box 4
- **Exercise:** Drafting an Executive Summary

Examining proposals

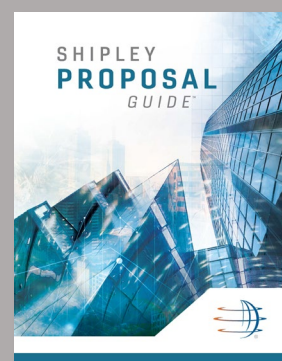
- Examination guidelines
- **Exercise:** Examining a draft

Revising proposals

- Revise your draft in three stages
- **Exercise:** Revising your document

WORKSHOP MATERIAL

- Shipley Proposal Guide
- Shipley workbook with exercises
- Tools and templates



DIGITAL BADGE AND ACCREDITATION

On completion of this workshop and assessment, participants will receive a One Star badge in Proposal Writing. The **digital badge** can be shared via social media.



Bid professionals can earn Two and Three Star Proposal Writing badges through further assessments as they develop their knowledge and capabilities.

This training is also part of the pathway for certification in Shipley best practice. Shipley certification requires demonstrated understanding and skills in Capture, Proposal Management and Proposal Writing.



For more information about how to achieve certification, check out our website.