

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 Shipley 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

- ✓ Understand the factors that influence proposal evaluations
- ✓ 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

Characteristics of effective proposals

- What is the purpose of a proposal?
- Exercise: Comparing example proposal sections
- Research shows us what makes a winning proposal
- Evaluators as readers

Planning proposals

- Proposal planning – essential preparation
- Use a Planner
- Know the requirements and customer hot buttons
- Understand opportunity and customer information
- Explain the solution
- Incorporate strategies and discriminators from the overall capture/proposal strategy
- Using the Proposal Section Planner
- Exercise: Completing the Proposal Section Planner Requirements
- Visuals improve document comprehension
- Action captions draw the conclusion for the reader
- Exercise: Planning a visual and action caption

Organizing proposals

- Ways to organize your response
- Persuasive organization
- Use a Four-box model
- The Proposal Section Organizer
- Transfer content from your Planner to the Organizer
- Exercise: Beginning the Organizer

Writing proposals

- Use headings
- Write a customer-focused theme statement
- Make your theme statement a value proposition
- Discriminators
- Theme statement success formula
- Close with summary in Box 4
- Exercise: Completing boxes 1 and 4 in your Organizer
- Preview sub-sections in Box 2
- Present your solution in Box 3
- Refer to the Proposal Guide for writing guidance
- Leverage boilerplate proposal content
- Use ghosting to highlight competitor weaknesses
- Use graphics to emphasise a success story
- Exercise: Drafting your proposal section

Examining proposals

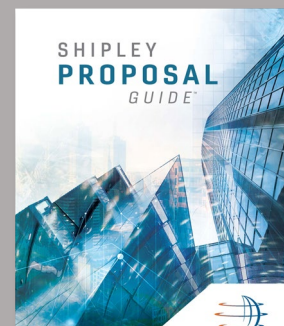
- Examination guidelines
- Exercise: Examining a draft proposal

Revising proposals

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

WORKSHOP MATERIAL

- Shipleys Proposal Guide
- Shipleys 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 Shipleys best practice. Shipleys 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.