

Lift your win rate with powerfully effective proposals

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

An interactive online 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

- ✓ 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

This online, instructor-led course is delivered in three lessons on a single day, including breaks to complete case study exercises and practice writing skills.

Who should attend?

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

"This online training format 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. The format was perfect for my busy schedule and training needs."

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

Actual comments from participants



COURSE CONTENTS

Pre-Course:

- Pre-workshop questionnaire

Lesson 1: Understanding Customer Focus

Session Objective: Analyse and learn the indicators of customer focus and their impact on evaluators.

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

Lesson 2: Planning and Organising your Content

Session Objective: Based on industry best practices, plan and organize your proposal (or section) using principles of customer focus.

- The POWeR approach to proposal writing
- Plan your proposal around customer hot buttons
- **Exercise:** Complete a Planning Worksheet
- Use visuals to improve document comprehension.
- **Exercise:** Select a visual and write an action caption

- Use a proposal section or Executive Summary 4-box organiser
- Fill the Organiser from the Planning Worksheet
- **Exercise:** Using the Organiser

Lesson 3: Writing, Examining and Revising the Proposal

Session Objective: Draft your proposal content and use review and editing techniques to improve readability and persuasion.

- Create effective theme statements
- Turn hot buttons into value propositions
- Substantiate with success stories
- **Exercise:** Drafting an Executive Summary
- Examine your draft to strengthen your message and improve customer focus
- Examination guidelines
- Recruit appropriate reviewers
- Revise with a focus on clarity, conciseness and correctness
- **Exercise:** Revising your document

Course evaluation

Application exercises are part of this online course. Learners are expected to complete all exercises within the timeframe of the course schedule.

WORKSHOP MATERIAL

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

