



Writing winning proposals

...powerful techniques to improve your proposal conversion rate

As the business world becomes more and more competitive and customers become more and more demanding, professionally produced proposals are often the key to selling into new clients and selling on with existing clients. The tools and techniques you will learn on this course are based on years of experience and are geared to increasing your chances of winning more business and improving your sales performance.

Content

- Principles of proposal writing
- What sells?
- Client decision making process
- The effect of company culture on proposals
- Proposal structure
- Writing style tips
- Presenting proposals
- Analysing proposal samples – good and bad

Features

- The 5 step approach to delivering a proposal strategy
- The 6 keys to successful presentations
- Easy to apply checklists and models

“Techniques for Change helped us to change radically and enhance significantly our whole approach to managing client relationships and winning client business.”

**Senior Customer Relationship Manager -
BT Fleet** 

Duration: One day course





Writing winning proposals

One day

1. Principles of proposal writing

- Why proposals?
- Winning proposals
- Opportunities/pitfalls

2. What sells?

- Client perception of value
- Developing a proposal strategy
- Attracting clients
- Constructing value proposition

3. The effect of company culture on proposals

- Diagnosing culture
- Why is culture important?
- How is culture shown?

4. Client decision making process

- Client mapping
- Deciding whether to pitch
- Competitor comparison matrix
- Understanding/selling the process
- Understand the clients needs and
- Decision making process

5. Proposal structure

- Structuring ideas in proposals
- Requirement, approach, costing
- Demonstrating credentials

6. Writing style

- Transitions
- Paragraphs
- Sentences
- Emphasis

7. Presenting proposals

- Presenting concepts
- Proposal presentations

