

Writing Winning Proposals

In the world of sales it can often be the quality of your proposal document that determines how far you progress in the buyer's decision making process. The purpose of this course is to help you produce proposals that strike the balance between information overload and leaving unanswered questions.



Who is it for?

This course is aimed at Sales People who regularly compile proposal documents. If you are looking for a course that addresses the principals of report writing, please consider 'Effective Report Writing'.

Benefits

From attending this course people will be able to:-

- Define the purpose of the proposal
- Write effective and succinct proposals
- Use executive summaries
- Use appendices effectively
- Structure a report in a logical sequence
- Illustrate points through use of graphics

Content

- The difference between proposal writing and other types of report writing
- Addressing your client's requirements in your proposal
- The purpose and objective of the proposal
- Presenting your USPs
- Structuring your proposal
- Gathering relevant information and organising this into a logical sequence
- Essential content

This list is not exhaustive so please talk to us if you don't see what you are looking for

Why X Learning?

Our training avoids the 'dull and boring' tag. We make this subject lively, fun, interesting and above all relevant by:

- Drawing learning from day to day events within the business
- Allowing participants to directly reflect on the organisation and the job they do
- Incorporating high levels of interactivity, for example:
 - Running light hearted but focussed business games
 - Using live company data where possible
 - Providing realistic case studies
- Cutting out the jargon and keeping things simple
- Encouraging group work
- Catering for different learning styles and providing multi sensory input

To discuss **call** Mike on 07899 728 628 or David on 07984 817 328
our office on 01908 632713 or **email** office@xlearning.co.uk



Programme length options; half day or full day depending upon your requirements

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