

# Writing Winning Sales Proposals

Write proposals that enhance your credibility

## Course overview

*Writing Winning Sales Proposals* enables you to apply your sales skills to design and develop:

- proposals that are clear and easy for your customers to read.
- persuasive materials that are understood and used effectively by different audiences.

## Course goals

The goals of this course are to learn Information Mapping so that you can:

- analyse the parts of a proposal and the role each part plays in promoting your sale.
- demonstrate to your customers that you understand their business and their requirements.
- describe your company's products and services in ways that show you are the best supplier.
- write benefits statements that relate directly to your customers' needs.
- structure your proposals so that complex detail is easy to access and easy to understand.

## Course outline

### Introduction

- Analysing proposals.
- Challenges in producing a successful proposal.

### The Proposal Development Process

- The Information Mapping tools.

### Phase 1: Pre writing

- Determining a strategy for writing that complements your overall sales strategy.
- Developing a content outline.

### Phase 2: Writing the Draft

- Principles governing the quality of information transfer.
- A modular approach to presenting information needed by readers.
- A tool kit of presentation techniques that enables you to create the desired impact.
- Solving the issues of sequencing, transition and consistency.

### Phase 3: Editing and Polishing the Proposal

- Editing for overall impact.
- Editing for persuasiveness.

## What you will learn

Success in today's marketplace requires excellent skills in communicating ideas and messages. You need a set of strategies you can apply to your proposals that doesn't cramp your style or increase your sales cycle.

*Writing Winning Sales Proposals* enables you to:

- structure your thoughts effectively.
- communicate your products and services concisely and consistently.
- present complex solutions clearly so your customers will understand them, and recognise their benefits.
- organise material in a sequence that makes sense to your customer.

## Who should attend?

*Writing Winning Sales Proposals* is ideal for anyone who:

- writes proposals or other persuasive materials where they must put a case.
- knows that improving their skills at writing effective proposals will enable them to win more business.

## How you and your organisation will benefit

*Writing Winning Sales Proposals* helps you to:

### Create quality communications for customers

- Project a polished image through your writing.
- Differentiate your company from your competitors.
- Improve the perceived value of your solutions.

### Save time

- Reduce writing time without relying on uninspiring templates.
- Incorporate your ideas into your proposal as you work with the customer, rather than leaving it to the last minute.

### Reduce decision making cycles

- Use direct language to identify the requirement and present the solution.
- Help your customer to focus immediately on the relevance of your solution, rather than struggling with your style.

### Stop wasting your customers' time

- Produce a proposal that is clear and concise.
- Avoid using words that slow readers down.
- Avoid unnecessary padding – include only what is relevant.

## Thinking of running an in house course?

### Numbers and facilities for the course

We recommend the following for a successful in house event:

- a minimum of 4 and maximum 10 participants per course.
- a PC-equipped training room with MS Word available on all machines.
- a screen, projector and flipchart in the training room.

### Customisation and pricing

If you are interested in:

- customising our *Writing Winning Sales Proposals* course for your organisation's specific needs, or
- finding out about the cost of running a standard or customised in house course

call us on 0845 122 7102 for an informal chat about your potential needs.