

Engineer & Design Persuasive Proposals



Understanding the Key Ingredients to Creating a Successful Proposal.

Winning new business is not easy, you can spend a lot of time investing in opportunities only to have them fall over when your proposal is rejected. Good proposal writing is an art form, it is built on using successful strategies and the ability to apply the psychology of written persuasion. Although people do pick up some of these skills by doing it on the job, it can still leave skill gaps. These important skills can be the difference between losing or getting your proposal across the line.

When writing a winning proposal often it's the attention to the little things that can determine your success. Understanding how you can plan, prepare, design layout and the psychology of the language you use are all critical factors with your proposal's impact. It is often the last part of the process that your prospective customer/client receives so your value proposition has to work!

If you are looking for fresh ways to make your next proposal stand out from the rest then **Engineer and Design Persuasive Proposals** could be exactly what you're looking for. This workshop is designed to take participants through the A-Z of writing successful and winning proposals. It addresses all aspects from planning, preparing, identifying how to communicate your value proposition in the most persuasive manner.

Designed for?

- This program is applicable to anyone in a role that is required to write proposals to win contracts, tenders or pitch opportunities to clients/customers.
- Applicable to all those in sales, account management or anyone in a support role who is involved in developing opportunities for business with writing proposals.
- An ideal group size is 6 – 15 participants.

Key Learning Outcomes

- ✓ Understand the principles of successful proposal writing.
- ✓ How to create different types of business proposals.
- ✓ Profile and accurately develop your proposal to align with your audience.
- ✓ Write a proposal that has a focused purpose and clear objectives.
- ✓ How to use persuasive writing techniques to gain greater buy-in.
- ✓ Understand and apply successful preparation and planning techniques.
- ✓ Organising and format content to make it easy to read.
- ✓ The techniques to develop punchy and focused sentences.
- ✓ Using effective checklists to edit and proofread your proposal.
- ✓ How to give it the finishing professional touch.

Live Face to Face, Virtual or Hybrid



Power Sessions



Half-Day



1-Day



Coaching

Contact Us

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