

Developing Winning Proposals

This 24-hour proposal writing training course is designed for proposal writers who must sell their ideas, products, or services to external readers. Clients submit actual samples of proposals written by their organization, and those samples become the basis of the proposal writing training workshop discussion and exercises.

Key Objectives

- Recognize characteristics of a good proposal
- Determine what is needed—formal or informal proposals
- Evaluate requests for proposals (RFPs)
- Review evaluation criteria
- Formulate proposal writing strategy based on strengths and competitors' weaknesses
- Develop a basic, persuasive format
- Plan the overall writing project
- Organize and write the first draft
- Write effective executive summaries
- Design appropriate graphics
- Prepare accompanying transmittal letters that sell
- Identify and use persuasive language
- Add the finishing touches and special effects to create eye-appeal
- Edit for clarity, proper style, and grammar
- Prepare for the next proposal

Who Should Attend

Proposal writers

Materials/Texts

Participants will receive two books written by Dianna Booher, *E-Writing: 21st-Century Tools for Effective Communication* (Simon & Schuster/Pocket Books) and *From Contact to Contract: 496 Proven Sales Tips to Generate More Leads, Close More Deals, Exceed Your Goals, and Make More Money* (Kaplan). Consultant-provided handouts and the participants' own writing samples will serve as class exercises. Job-aid cards are also included.

Class Size

Up to 20 participants