

# Proposal Writing

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Duration: 1 Day

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## Introduction

In today's highly competitive market place, many skills are needed to win business. With complex decision making processes and lengthy sales cycles, the final written offer from a supplier is crucial.

The proposal is a document which may reach all decision makers. It needs to provide persuasive reasons for a supplier to buy from *your* organisation rather than from the competition.

Crucially, the proposal needs to be a persuasive business case, not a technical dissertation.

There is no 'definitive' way to write a proposal. Depending on the circumstances, the document may vary in size from a short document to one many pages long.

Our proposal writing course will help with all aspects of written communication and provides a practical look at how to present a good business case.

With your agreement, we will also analyse your existing documents - Looking at issues such as their effectiveness and readability. We can then help you to see ways you could improve them as part of the course.

## Aims

By the end of the course delegates will be able to:

- Improve their ability to produce proposals which are seen as specific to the client.
- Make clear the commercial and technical benefits of your proposal in a balanced way.
- Identify the specific sections of the proposal which are most important to decision makers.
- Write clear and effective covering letters, introductions and management summaries.
- Address the prospect's basis of decision and therefore effectively highlight the advantages of your products/services.
- Produce proposals which are strong sales documents, not just technical dissertations.
- Appreciate the importance of good proposal presentation and layout.

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## Course Structure

The course includes classroom teaching and lots of interaction.

There are practical exercises throughout the course, which will help delegates to apply the techniques covered in the course to real life situations in your business.

## Course Schedule

### Session 1 : Overview

- The purpose of the proposal in the selling and buying process.
- What do customers want in a proposal?
- How to best structure a proposal.
- Choosing the correct content for your proposal.
- How to respond to tender invitations and RFP's.

### Session 2 : Proposal Contents

- Deciding on the main sections of your proposal.
- Getting input from others.
- Writing covering letters, introductions and management summaries.
- Effectively including features, benefits and financial justification.
  - The correct writing style for Clarity index/Readability factors.
  - Active versus passive tense.
  - Sentence length.
- A check list for ensuring that your proposal is a good one.

### Session 3 : Review and Submission Process

- The value and importance of pre-proposal reviews.
- What to review.
- Effective organisation for on time submission.