

Writing and Presenting Winning Proposals

Target Audience: All roles and teams that are responsible for writing proposals to clients when developing new products/business, and would need to present their proposals to win the business.

Key Learning Outcomes

- Learn how to write competitive and compelling proposals.
- Explore how to keep your proposal interesting and engaging.
- Discover how to respond to your client's needs by focusing on what they value most.
- Learn how to deliver strong key messages.
- Practice translating your written proposal into a powerful short presentation.
- Improve your presentation skills to win contracts.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions and exercises
- ✓ Technique application practice
- ✓ Case studies
- ✓ Recorded practice and feedback sessions
- ✓ Personal action planning

Course Outline

DAY 1

Introduction – Getting the Basics Right

- Bids, Tenders and Proposals – Where do they Fit into the Sales Cycle ?
- Deciding to Bid – Key Considerations
- First Impressions
- The RFP – Quick Review Checklist

Understanding the Playing Field

- Understanding the Client
- Clarifying their Selection Criteria
- Client Value Mapping
- Competitor Analysis and Differentiation
- Brand/Image Management

Telling and Selling

- How Buying Decisions are Made
- Essential Components of a Customer-Focused Proposal
- Questions Clients Ask - Compelling questions Every proposal must answer
- Writing a Winning Executive Summary

Writing the Proposal

- Structuring the Content
- Augmenting Text with Visual Representations
- Creating a Response Matrix
- Reviewing the Proposal – Quality Assurance

DAY 2

Preparing for the Perfect Performance

- Key Roles in the Presentation
- Managing Perception
- Examining your Image and Credibility
- Avoiding Presentation Disasters

Structuring Your Presentation

- Distilling the Proposal into a Succinct Presentation
- Focal points of a Presentation

Managing the Audience

- Audience Roles and Power Positions
- Anticipating Audience Reactions and Planning your Responses
- Responding to Questions – Chunking Up and Chunking Down Practice
- Impromptu Question Response Practice

Making an Impact

- Voice Projection and Vocal Variety
- Using Body Language and Spatial Anchoring
- Dealing with Nervousness

Presentation Practice

- The participants will be divided into groups of 2-3 members. Each group will conduct a 10-minute presentation of a proposal including audience Q&A.

Pre-Course Work: Completion of Pre-Course Questionnaire and preparation of a 10-minute presentation related to a proposal

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 4