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Writing and Winning Proposals

Course Overview

How often do you grab a proposal that grabs you? Most proposals contain excessive information and are not to the point, let alone effective. Writing effective proposals is an art not many people master. However, it is something that is more than something that can be learned; it is a technique to be mastered. Participants prove easily capable of writing a winning proposal if they receive best writing practices and get proper training. In this course you will be trained to use the right structure and lay-out for directing the customer's attention to the core message and formulate a closing statement that instigates desired action. That way, writing effective proposals becomes fun and productive rather than an ordeal. Make sure you are one of the winners; practice by keep on writing! But learn how to be effective!

Approach

The course consists of an integrated sequence of discussions, interaction and practical exercises built from your own proposals or quotations.

Duration

1 Day

Training Objectives

- Write an effective proposal
- Use the perfect lay-out and wording
- Give your proposals a striking opening and an active closing statement
- Apply the guidelines for performance and result improvement

Course Outline

- What do you want to achieve with your proposal?
- Which proposals or quotations do not appeal?
- What you should know beforehand
- The ideal structure of a proposal
- To what extent is the content important?
- Opening your proposal
- Giving your customer written attention
- Responding to written requests
- What information do you need for writing an effective proposal?
- How to address your customer?
- Understanding what the customer means
- Emphasizing added value
- What covering letter enhances your proposal
- Commercially stating your terms & conditions
- Using your proposal to get on the same wavelength as the decision-making team
- Presenting your price successfully
- What closing statement achieves the best results?



- How to successfully and smartly maintain contact with the customer after submitting your proposal?

Program Schedule

Day One

- Welcome & Introduction
- Objective of proposals / non-appealing proposals
- Required information
- Giving the customer attention
- Opening the proposal
- Content of the proposal and wording
- Emphasising Added Value
- The covering letter
- Commercially stating the terms & conditions
- Adapting to the decision-making team
- Stating the price
- Successful closing statement
- Maintaining contact in writing
- Personal Action Planning

