



Workshop on Business Proposal Generation

Participants will benefit by learning to

- Write clear, concise, targeted and persuasive proposal
- Compose targeted message using a structured proposal writing process
- Write proposal the emphasize audience's needs
- Fine-tune language to improve persuasiveness and impact
- Enhance communication by creating clear and specific messages

Target audience

- Sales professionals
- Pre-Sales professionals
- Sales support professionals
- Entrepreneur

Workshop outline

- Why Good Business Proposal Writing Matters
- Supporting Business Objectives
- Adapting to audience needs
- Identifying the macro and micro structure of business proposal
- Writing Business Proposals that address specific Business Opportunities
- Compiling an effective business case
- Presenting your proposal
- Recommending solutions and benefits
- Facilitating your reader's understanding
- Ordering your information
- Producing Winning Proposals
- Bolstering your proposals with content from subject matter experts
- Honing your writing to improve persuasiveness
- Writing clearly and concisely

Workshop details

- Duration: 24 hours spread over 3 days
- Typical Batch size: upto 7-10 participants
- Financial Details: INR xxxx

Sample Facilitator Profile

- Professional Experience: 14 years
- Domain Knowledge
 - Sales and Marketing
 - Project & Program Management
 - Training and Consulting
- Also facilitates learning such as
 - Sales Channel management
 - Global Sales and Marketing
 - Pre-sales excellence
 - Sales par excellence