

## **BUSINESS PROPOSAL WRITING SKILLS**

### **Key focus**

1. Understand client's background, needs and requirements
2. Analyze and at the same time convince clients why they should choose your company rather than your competitor
3. Learn how to communicate a good idea clearly by using simple and grammatically correct sentences (jargon free and error free)
4. Understand the importance of proposal's layout, visual elements and the function of technology in enhancing products' features

### **Who will benefit**

Managers and executives who frequently have to prepare Business Proposals. This course is also suitable for those who would like to improve their Business Proposal writing skills.

**Take The Next Step**

## Day one

### 1. What is a Business Proposal

- ▶ Solicited business proposal
- ▶ Unsolicited business proposal
- ▶ Invitation for bid (IFB)

0900-1030

*Morning tea break*

1030-1045

### 2. Clients Profile: A Questionnaire

- ▶ Collecting data from questionnaires: Buying Behavior
- ▶ Understanding your clients' needs and requirements
- ▶ Understand the context in which your product or service could be used
- ▶ Your solution

1045-1300

*Lunch*

1300-1400

### 3. Your Company Profile: A Report

- ▶ Financial status, staff capabilities and track record
- ▶ Image, marketing, quality, customer service
- ▶ Define what you can deliver
- ▶ How you can meet the needs of prospective client's Extras

1400-1530

*Afternoon tea break*

1530-1545

### 4. The Competitors

- ▶ Obtain information on brand, past awarders, quantities, costs and etc
- ▶ Customer service and added values
- ▶ Your company's advantages

1545-1700

Take The Next Step

**Day two**

**5. Selling Your Products**

- ▶ Client's requirements, specifications, Unique selling point (USP)
- ▶ Definitions: an estimate, a quotation, a budget, value for money, warranty, inventory, credit period, terms, settle
- ▶ Description of requirement
- ▶ Instructions of the requesting agency and conditions of purchase, delivery and payment

0900-1030

*Morning tea break*

1030-1045

**6. "Why Am I Writing This Proposal?"**

- ▶ Understanding the requirements
- ▶ Writing two to three sentences responding to a given invitation for Bid (IFB)
- ▶ Organize your headings
- ▶ Add new ideas

1045-1300

*Lunch*

1300-1400

**7. The Key Elements of Writing a Winning Proposal**

- ▶ Solution
- ▶ Benefits of doing business with you
- ▶ Build credibility, third party endorsement
- ▶ Give a sample of your work
- ▶ Use persuasion to great effect
- ▶ Ensure every proposal is client-centered

1400-1530

*Afternoon tea break*

1530-1545

**8. Case Study**

- ▶ Selling your products through a written proposal
- ▶ Follow the step-by-step guide on writing a winning proposal
- ▶ Proof-reading
- ▶ Presenting and winning the contract

1545-1700

**Take The Next Step**