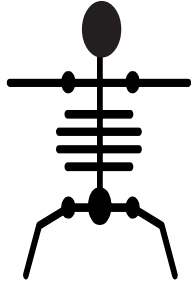
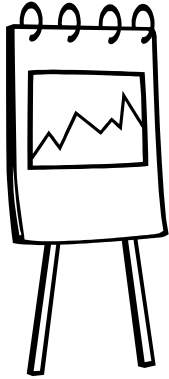


The Anatomy of a Successful Client Proposal



Structure your proposals so they engage your clients and communicate persuasively

A client-focused approach

The proposal is a marketing tool that positions your product, service, or idea as a solution to a business problem. Most proposals fail to get to the point quickly and don't provide a clear, logical message that compels clients to take action. Many proposals lack structure, benefit statements, and value-added solutions. Today, proposals must be well organized to address specific and often complex client needs.

Who should attend

This program is designed to help writers structure a proposal that is benefit-driven, appealing, and credible. It is especially helpful for professionals who want to use a client-centered approach for better results.

What you will learn

Today's business landscape is cluttered with many competing messages. As a result, proposal writers need new tools to craft and tailor proposals that are persuasive, accurate, and useful for their clients. In this hands-on program, you will learn how to:

- ◆ focus your thinking and your writing
- ◆ structure your proposal to address essential client needs
- ◆ present your ideas concisely using benefit statements
- ◆ use sections, headings, and other formatting techniques
- ◆ apply useful writing techniques to communicate clearly

Program format

The Anatomy of a Successful Client Proposal is a two-hour program where participants learn practical tools during lunch. Participants are encouraged to bring in a current or previous proposal and give it a makeover using the course tools. This workshop can also be tailored to meet a group's specific proposal project.

An indepth proposal assessment and one-on-one writing coaching are also available.

To register, contact:

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