

THE IN-HOUSE TRAINING COMPANY

How to write winning sales proposals

Overview

This course will help you improve the impact, clarity, accuracy and effectiveness of your sales proposals.

The programme focuses on sales proposals but also addresses other written communication with clients – technical specifications, reports, letters, etc.

Training objectives

As a result of this course, participants will be able to:

- Write more clearly, more grammatically and more persuasively
- Structure their written communications more effectively
- Avoid the 'howlers' that can cost you business
- Impress your clients

Audience

All sales staff, including account managers and business development consultants.

Product and content specialists would also benefit.

Format

A highly interactive one-day course involving practical exercises and case studies.

Special features

The more advance access the trainer has to examples of sales proposals and other written communication from your company, the more focused and beneficial will be the participants' learning experience.

The expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in sales, sales management, customer service and personal productivity. He has a long career in sales and was a top-performing IT and solutions sales professional and sales manager. His most recent full-time role was as Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others. In addition he has written over twenty books published in several different countries, including *Companies don't succeed – people do!*, *90 Brain Teasers for Trainers*, *Customer Service Games for Training*, *Sales Training Games*, *Telephone Tactics* and *Working Smarter*.

Known internationally as both a trainer and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from course participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model.'

'Extremely well presented and structured'

'A very intensive course and a lot of concrete tools provided.'

Course outline

1 The importance of role of a well-written sales proposal

- Why bother? – the value of the sales proposal to you and to the customer
- What the customer wants and needs to make a decision in your favour
- Understanding and delivering on customer expectations
- Review and discussion of different proposals – with real-life examples

2 The correct way to structure your sales proposals

- A section-by-section, page-by-page review of best practice in structuring great sales proposals
- How to improve the way you match your proposal to the customer's objectives and requirements
- Plan your sales documents systematically – to make them easy to read and more persuasive
- How to make your proposal look like the 'least risky' option

3 Making your proposal a compelling and persuasive proposition

- Choosing the right words that sell effectively
- Selecting the right content and information for your document or proposal
- Using an option matrix to summarise complex choices and increase final order value
- How to write an executive summary

4 Well-written and error-free

- Developing your writing style for maximum impact
- Express the content (ie, selling points) clearly, concisely and correctly
- Be able to proof-read and edit work effectively, using formal marks and techniques
- Improving visual layout, format and appearance
- Making it customer-focused

5 Managing a bid or proposal team

- How to prioritise and manage your preparation time
- Co-ordinating input from others
- Assigning responsibilities

6 Presenting to the client

- Presentation options
- The proposal review meeting
- Managing to the next step
- Isolating objections and concerns
- Follow-up and follow-through

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**TO DISCUSS YOUR TRAINING REQUIREMENTS
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