



**Powerful Proposals and
Cost Benefit Analysis
(CBA)
- 2 Day Workshop**

The two day workshop is designed to enhance proposal writing skills of participant's, understanding the role of proposal in project management, conducting preparatory work before the proposal and cost benefit analysis.

This workshop use ample writing sessions and exercises to hone participant's proposal writing skills. The Proposal Writing workshop will take participants through each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; through to creating the final, professional product.

At the end of the course participants will learn how to:

- How to write a powerful proposals
- Evaluate Proposals
- Understand Proposal Management
- Understand Cost Benefit Analysis
- Tips for Preparing Proposal that Win Contracts.
- Best Practices in developing proposals

Who Should Attend the Course

Proposal Writers
 Proposal Managers
 Business Development Managers
 Proposal Coordinators/ Contributors
 New and experienced sales staff
 Key account managers
 Bid and tender managers
 Marketing departments
 Anyone who wishes to brush up their proposal writing skills

| Workshop Agenda | | |
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| 1. | The Power of A + Proposals | <ul style="list-style-type: none"> • How to put Power in to your proposals • Make it <ul style="list-style-type: none"> ○ Compliant ○ Responsive |
| 2. | Six Key Elements of High-Quality Proposals | <ul style="list-style-type: none"> • Boilerplate • Customer Focus • Creative Page Design • Compelling Story • Executive Summary • Ease of Evaluation |

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| 3. | Evaluating Proposals | <ul style="list-style-type: none"> • The best and Worst • Challenges |
| 4. | The DNA of Proposals | <ul style="list-style-type: none"> • Purpose • Audience • Organization • Reader Intent <p>How Buying Decisions are made</p> |
| 5. | Four Compelling Questions – Every Proposal must Answer | <ul style="list-style-type: none"> • Questions |
| 6. | Getting your Message Across | <ul style="list-style-type: none"> • Compete by Communicating • Audience • Designing the Proposals • |
| 7. | Selling the benefits | <ul style="list-style-type: none"> • Customer oriented proposals • The “You” Proposal • Five essential components of a customer focused Proposal |
| 8. | Establishing Credibility, Acceptability and Preference | <ul style="list-style-type: none"> • The Four Rights • Negotiating Terms • Competitive Price • Conducive Environment |