Proposals with the Competitive Edge

Course Summary

Description

In this course, the student will learn how to build a winning proposal on a solid competitive strategy, one that organizes all of the project or product specifications under a single, clear purpose. The student will also learn how to write proposals with a process that keeps them on track and on time. This course can be customized to the specific proposal format used by the student's organization, based on an analysis of their documents prior to the session.

Objectives

At the completion of this course, the student will be able to:

- Recognize traits of a winning proposal: the competitive edge
- Structure proposals with two winning approaches
- Use proposals as problem-solving documents
- Analyze project benefits effectively and completely
- Respond to requests for proposal
- Organize supplementary materials such as appendices and attachments
- Maximize your research skills to ensure the relevance of technical material to the competitive strategy of the proposal
- Employ drafting strategies to increase quality and reduce writing time
- Provide the technical detail to support your message, without burdening it
- Eliminate common grammar and stylistic errors found in many proposals
- Use a checklist to break the loop of seemingly endless revision

Audience

This course is designed for those who are part of the research, preparation and production phases of the proposal-writing process and senior reviewers of proposal drafts. This course is also designed for managers of the proposal-writing process who wish to increase the consistency and the quality of proposal documents.

Prerequisites

There are no prerequisites for this course.

Duration

Two Days

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