

Winning Proposals Program develops the essential skills to make proposals more effective and compelling. This program is a fast, focused and flexible program that ensures that the key messages deal with the customer's main issues. The result is a customer centric proposal that makes compulsive reading and clearly differentiates you from your competitors. Participants bring along real proposals to hone their skills and learn new techniques.

The program runs over two consecutive days. This format ensures the new learning is measurable and sustainable.

Who should attend

WPP is for all Sales Professionals who are looking to learn how to make their proposals more compelling, differentiate them from the competition and help them reach the short list more often. Anyone who needs to write proposals as part of their job role is a suitable participant for this program.

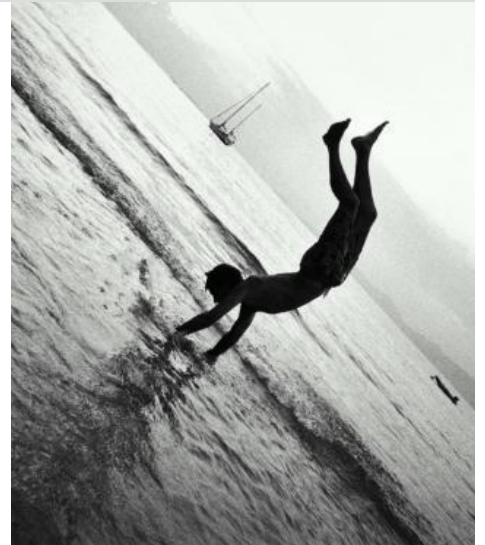
Program outline

- What makes a winning proposal
- Core components of a winning proposal
- Structuring a winning proposal
- Presenting the proposal

How will participants benefit?

Participants will benefit by creating compelling, customer centric proposals. Specific outcomes include:

- Understanding the customer
- Targeting the key issues
- Developing a key theme for the proposal
- Ensuring cultural alignment with the client in the look/feel of the document
- Competitive positioning to differentiate from the competition
- Developing persuasive value propositions
- Structuring a logical flow to the document



A fresh
perspective
on your
performance