

Developing Winning Proposals

This 16- or 24-hour course is designed for proposal writers who must sell their ideas, products, or services to either internal or external readers. Clients send actual samples of proposals written by their organization, and those samples become the basis of workshop discussion and exercises.

Key Objectives

- Recognize a good proposal
- Determine what is needed—formal or informal proposals
- Evaluate requests for proposals (RFPs)
- Review evaluation criteria
- Formulate strategy based on strengths and competitors' weaknesses
- Develop a basic, persuasive format
- Plan the overall writing project
- Organize and write the first draft
- Write effective executive summaries
- Design appropriate graphics
- Prepare the accompanying transmittal letter
- Identify and use persuasive language
- Add the finishing touches and special effects
- Edit for clarity, proper style, and grammar
- Prepare for the next proposal

Who Should Attend

Proposal writers

Materials/Texts

Depending on client need or preference, participants will receive the text *Writing for Technical Professionals* by Dianna Booher (John Wiley & Sons) or *E-WRITING: 21st-Century Tools for Effective Communication* by Dianna Booher (Simon & Schuster/Pocket Books). In addition to the samples previously collected, participants are to bring 3-5 proposal samples for their individual application of the principles taught. Job-aid cards are also included.

Class Size

15-20 participants

