



Write to Sell

Persuading people to take action

Many deals are lost at the point of submitting Proposals, Bids and Tenders. This workshop provides the knowledge and tools necessary to create proposals that are able to effectively communicate the value of your solutions thereby ensuring you win more business.

This advanced intensive workshop will provide you with the tools to unlock your creativity and introduce you to an editing process that will help you make every word count.

During the workshop, you will learn how to:

- Write compelling e-mails, proposals and other sales and marketing collateral
- Apply a writing method that will allow you to consistently push out written masterpieces in half the time it would take anybody else
- Learn the words and phrases you can use to influence people's thinking
- Apply the editing techniques make every word count
- The tools and techniques you will learn in this programme are built from scientific research. Sales-people who have attended the workshop experience shorter sales cycles, consistent growth in revenue and significant improvements in their levels of personal motivation.

<i>we attended this workshop. By applying the language patterns we learnt on this course, our tenders are definitely standing out from the others "</i>	Bid office – Internet Solutions
<i>"Tim helped us reduce our proposal from 45 pages to 5 value-packed ones. For the first time our customers are actually reading them"</i>	Managed Print Services Head – First Technology
<i>"The tools you provided have really helped my approach potential prospects. I have far more customer appointments now than I used to have."</i>	Financial Advisor – Sanlam
<i>"Being a start-up, we don't have a lot of money to spend on marketing specialists, yet the success of our business relies on compelling web copy. We were amazed at how simple it was to do this ourselves. We are really happy with the results."</i>	Internet Entrepreneur

Session 1: Integrating the Challenger Sale into your Proposals

Understanding the Challenger Sale – Teach,
Tailor and Take Control
Integrating these elements into your proposal
Clarify your core differentiators
Clarify your value propositions

Session 2: Your style of writing – getting your point across

The importance of understanding your audience
Check-list for writing effectiveness
How to ensure clarity
Common mistakes people make

Session 3: Form – How to structure the proposal

Project plan for proposal writing
The importance of a covering letter and front page
How to write an effective Executive Summary
Structure – Need, Outcome, Solution, Evidence
Tips and Tricks

Session 4: How do we communicate value

Getting your proposal noticed
What can be measured?
The language of influence
Tailoring your language to specific evaluators
Communicating value throughout your proposal