

# Writing a Winning Proposal Each and Every Time

## Overview

Writing winning proposals is an essential skill in today's competitive environment. While your proposal alone cannot win for you, a poorly written proposal will certainly lose.

This course provides you with hands on experience in implementing best practices to make the proposal writing process successful each and every time.

This two-day exercise intensive course provides an end-to-end overview of the proposal creation process. The course uses a threaded exercise to create a simulated proposal development environment in which you will deliver a compliant and compelling proposal. In doing so you will gain new skills and techniques you need to successfully create winning proposals each and every time.

## Learning Outcomes

This workshop is designed for project and functional managers and support groups. In this workshop, participants will learn:

- *How to Develop a Proposal Plan*
- *How to Perform a Thorough RFP Analysis*
- *How to Interpret the RFP from the Standpoint of the Proposal Reviewers*
- *How to Conduct a Complete Strategic Analysis to Maximize the Relevance of Your Proposal*
- *How to Ensure Compliance Using a Compliance Matrix*
- *How to Define a Win Strategy*
- *How to Develop and Use Compelling, Benefit Based Themes*



