



Writing Persuasive Business Proposal



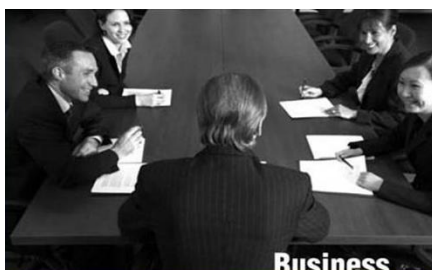
You may know that your company offers top quality products and services, great value and a superior client experience. And you want them to know that you are the best option for them. But, if your business proposals don't reflect these strengths, you could be losing out on a lot of potential customers.

Business proposals do more than a description of "what your company, product and services do". Winning proposals convince your potential clients you are the best strategic choice for their business: Why do they need you? Writing a winning proposal is selling to your potential client not only the investment, but also the trust and loyalty to give them a reason to choose you.

In this 2-day course you can quickly gain the skills to create more effective proposals that are customer-focused and persuasive to convince your potential clients.

Course Objectives

- Align your solutions directly with the client's business needs and objectives.
- Develop and deliver an individually tailored, customer-focused message every time.
- Develop a clear and persuasive writing style.
- Make your proposal work for a wide range of decision-makers.
- Establish rapport with your readers.
- Establish your credibility through presenting convincing, concrete evidence.
- Structure your proposal to present a winning value proposition that presents your company as the ideal solution to the customer's needs.
- Produce a proposal that is easy to read, easy to understand and easy to act upon.



Business
EDUCATION SERVICES

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Course Outlines

Module 1: The Challenges You Face in Writing a Great Proposal

- How to organize ideas and information
 - Proposal cloning
 - “Data dump”
- Your customer has requested for a business proposal
 - The end of the middle game and the beginning of the endgame
 - The make or break move
- The value of your Proposal to your Customer
- The value of your Proposal to You

A self-assessment exercise for participants to appreciate the value of writing professional proposals that win clients and contracts.

Module 2: The Power of Proposals

- What is an effective proposal?
 - Be compliant: Give customers what they request
 - Be responsive: Address customers’ needs, key issues, values and goals.
- Six Key Elements of High-Quality Proposals
 - Boilerplate
 - Customer Focus
 - Creative Page Design
 - Compelling Story
 - Executive Summary
 - Ease of Evaluation
- Writing the proposal:
 - Combine your business savvy, your psychological insights, your communication skills and your creativity, all into one package.

Participants get to review samples of effective proposals.

Module 3: Planning for the Proposal

- Know the purpose, audience, organization and reader intent
- Identify the different audience types and their needs
 - Writing for the expert and non-expert audience
- Four compelling questions every proposal must answer:
 - Why us?
 - Why Not Them?
 - So What?
 - How So?

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Module 4: Getting Your Message Across: Strategies that work in written and verbal communication

- Develop a competitive advantage: Reader-friendly proposals that sell
- The structure of persuasion
 - Compete by communicating
 - Know your audience
 - Overcome differences
- Establish your Credibility

An exercise on how to develop a persuasive style of writing

Module 5: The Proposal Writing Process

- Manage the process
 - Structure of the letter proposal
 - Structure of the formal proposal
- Development process
 - Determine the content
 - Organize the content
 - Develop the themes
 - Develop the visuals
 - Develop the proofs
 - Mock-up the section
 - Draft the section
- Team Review

Exercise on testing the theme of the proposal.

Module 6: Writing to Win

- Avoid common pitfalls
 - Review your writing for critical elements in grammar and punctuation and why they are critical
 - Word choice
 - Sentence structure: Saying what you mean
- Accuracy
- Editing

Remedial grammar exercises to help participants in writing good sentences.

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The Trainer – Ms Nancy Ong

Nancy is a certified trainer by Pembangunan Sumber Manusia Berhad (PSMB). She holds an MBA from the University of Strathclyde, United Kingdom, having initially qualified as a banker from the Chartered Institute of Bankers, United Kingdom. She is also a qualified teacher of English to Speakers of Other Languages (TESOL), awarded by Teach International, Australia.



She specializes in programmes on Foreign Currency Management in International Trade; Credit Management; Trade Financing; Developing Business Plans; Business Writing and Communication; Presentation Skills; and Complaint Management. Her expert knowledge and experience in finance and management are her assets in the development of these courses to meet the needs of the market. Her training has been well accepted and rated by her participants both in the public and in-house programmes that she conducts.

Some of the companies she has conducted training for includes Maersk Malaysia Bhd, Malaysia Smelting Corp., MITCO (Japan) Sdn. Bhd., Petronas Dagangan Berhad, Kum Printers Sdn. Bhd., OCI Bhd., and Chunghwa Picture Tubes (M) Sdn. Bhd. Prior to corporate training, Nancy was in the banking and financial industry. During her service in OCBC Bank and EON Bank, she has gathered extensive experience in International Trade Finance, Branch Operations, Treasury Management, Project and Risk Management.

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Decide with Confidence

Date: 19 – 20 February 2013 **Duration:** 2 days
Venue: Furama Hotel, Bukit Bintang
Fee: [] RM 1,350 for D&B Subscriber / D&B Affiliate [] RM 1,550 for Non-subscriber
(Include material, refreshments and lunch)

EARLY BIRD – Submit your registration before 19th January 2013 to receive a 10% off usual fee
GROUP REGISTRATION – Send 2 or more participants to enjoy a 10% off usual fee

Completed registration form and fax to 03-5623 5800 or email to Krisna.Tjong@dnb.com.my

Company Information

Name of Company: _____
Address: _____
Telephone: _____ Fax: _____
Contact Person: _____ Job Title: _____
Email: _____ (DID): _____

Participant's Profile

Name 1: _____ Job Title: _____
Email: _____ (DID): _____
Name 2: _____ Job Title: _____
Email: _____ (DID): _____
Name 3: _____ Job Title: _____
Email: _____ (DID): _____

Payment Information

[] D&B subscription units (Subscriber ID: _____)
[] *Cheque. Please made payable to: Dun & Bradstreet (D&B) Malaysia Sdn Bhd
Bank: _____ Cheque No: _____

Registration Terms & Conditions

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 20 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of event. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B, or withdrawal from seminar by participant(s), unit deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide full refund to registrants who have made Cheque payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.
6. D&B shall not be responsible for any additional expenses incurred by any participant(s) in the course of attending the program.

I, the undersigned, have read and understood the Registration Policy and accept the terms contained therein.

Name of Authorized Signatory: _____ Company Stamp: _____

Designation: _____ Signature: _____