



Proposal Writing

Overview

A good proposal doesn't just outline what product or service you would like to create or deliver. It does so in such a way that the reader feels it is the only logical choice. This course will take learners through each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; through to creating the final, professional product.

Who this course is for

This course offers new and better ways to boost the skills of everyone involved in business development. Whether new and experienced sales staff, key account managers, bid and tender managers, marketing departments or senior staff is wishing to brush up their proposal writing skills, this course is the right place for them.

Course outline

- Topic 1: Understanding Proposals
- Topic 2: Proposal Goals
- Topic 3: Finding Facts
- Topic 4: Preparing the Outline
- Topic 5: Writing Skills, Part One
- Topic 6: Writing Skills, Part Two
- Topic 7: Checking Readability
- Topic 8: Writing the Proposal
- Topic 9: Proofreading and Editing
- Topic 10: Adding the Final Touches

*"Controversial proposals, once accepted, soon become hallowed."
Dean Acheson*

By the end of this course, learners should be able to:

- Identify the purpose of a proposal
- Identify different types of proposals
- Identify and perform the steps in the proposal writing process
- Perform a needs analysis and write a goal statement
- Prepare a proposal outline
- Improve their writing skills with a variety of techniques
- Use appropriate resources and ghosting to build a strong case
 - Add illustrations to their proposal
 - Proofread and edit their proposal
 - Add the finishing touches to create a professional-looking final product

√ Course Level	Short Course
√ Course Hours	8 hours
√ Course Standard Price	£85

Applies towards the following certificate(s) and award(s)

- Managerial Skills for Sales and Marketing Professional Diploma
- Salesman Professional Certificate

