ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



BUSINESS WRITING

Sales Proposals and Presentations

Write and present persuasive sales proposals that win business.

WHO IT'S FOR

Sales, account and business development staff who write proposals.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Frame a proposal around the client's needs and decision
- Structure a proposal that is easy to read and assess
- Write specific, benefit-led copy instead of generic claims
- Present pricing and value convincingly
- Write a summary that stands alone for senior decision-makers
- Present the proposal clearly and with confidence

ABOUT THIS PROGRAM

Our sales proposal writing training addresses proposals that lose to weaker offers: a document about your company instead of the client's problem, a price without a story, a proposal that looks like the last one with a new name on top. Participants learn to understand what the client needs, structure a proposal around their decision, write persuasive, specific copy and present the proposal with confidence. They draft and present real proposals in the session, so clearer, more competitive proposals follow.

Tailored to your organisation

We work with your offer, your past proposals and your typical clients, so the program reflects how your organisation sells.

Talk to us about this program

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Enquire online