POWeRful™ Proposal Writing (Live, Online)

Course Description

Using the proven Shipley process for developing winning proposals, you will plan, write, and revise a proposal section based on a sample Request for Proposal (RFP). Taught from the perspective of a proposal contributor, from receipt of customer requirements to incorporating feedback from reviewers, you will gain insights into techniques, tools, and resources necessary to win. You will learn to:

- Recognize and apply the seven key characteristics of effective proposals
- Leverage the sales or capture team strategies to effectively plan a proposal or section
- Organize the textual and visual content of a proposal or section around a customer's hot buttons and issues
- Write persuasive, succinct, well-organized proposal content and themes
- Use effective examining and revision processes to improve customer focus for higher evaluation scores

You will learn the principles and best practices for proposal writing and practice these skills using proven and flexible Shipley tools and templates. You learn through a series of three live, 1 1/2 hour virtual sessions with an instructor. Use a case study to complete assignments, readings, and a final exam and exercise. You will also receive valuable instructor feedback on your final proposal section submission.

Course Structure and Schedule

You will work on case study assignments throughout the one-day course. Understanding of key learning objectives will be evaluated based on an end-of-course exam and final proposal section submission.

- **Section 1:** *Characteristics of Effective Proposals, Proposal Planning and Proposal Organization*
- **Section 2:** *Writing Compelling and Customer-Focused Content*
- **Section 3:** *Examining and Reviewing Content to Improve Readability and Evaluation Scores.*

The end-of-course exercise will be a draft proposal section submitted for instructor review.

Workshop Material

- All course materials will be accessible through ShipleyOnline™
- Each section is based on best practices and topics in the Shipley *Proposal Guide*, an electronic copy of this guide will be provided with the course materials
- The sections slides will be downloadable for your use
- Shipley forms and tools will be downloadable for use on exercises and after the training

- 10 APMP CEUs
- Counts as 2 Units toward Shipley University Certification

Completion Criteria

- Active participation in all live course sessions
- Submission of final exercise
- A minimum score of 70% on the final exam

"This online training format was exactly what I needed – it taught me proposal best practices, provided reference material and tools, and gave me a chance to practice what I learned and receive feedback. The format was perfect for my busy schedule and training needs."

"I especially valued the feedback the instructor provided during the course and after my final submission. I'll be able to apply what I learned immediately on my next proposal."

Actual comments from ShipleyOnline® participants

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Course Outline

A blended learning course that helps learners understand and practice the process, techniques, and tools necessary to develop customer-focused proposal content.

Pre-Course: Course Introduction and
Case Study Review

Section 1: Understanding Characteristics of Effective Proposals

- Purpose of Proposals—A key sales tool

- Proposal Characteristics—Understanding the necessary elements of a winning proposal

- Plan Your Proposal—Planning based on customer needs, hot buttons, and requirements

- Organize your proposal for ease of evaluation and to ensure compliance.

Section 2: Writing the Proposal

- Developing a win strategy based on discriminators

- Creating effective theme statements

- Reflecting principles of customer focus in each proposal and every section

- Leveraging visuals to help sell your message

- Drafting your message using persuasive techniques

- Leveraging style sheets to support your brand

- Mocking Up Your Draft—Converting your content into a page-for-page representation

Section 3: Examining and Revising the Proposal

- Engaging Reviewers—Determining the best team for reviewing proposal content at key stages of   proposal development

- Reviewing Proposals—Understanding the importance of proposal reviews to validate win strategy, compliance, responsiveness, and competitiveness within the proposal, prior to submission

- Guidelines for Improving Readability and Probability of Winning—Applying proven best practices for customer-focused writing

Post-Course: An exam to test your understanding of key terms and best practices and a short draft proposal submission. You also have access to the award-winning *Shipley Proposal Guide*, as well as necessary tools and templates.

Tools and materials included:

- Digital version of Shipley Proposal Guide

- Copies of all slides and screenshots

- Access to downloadable tools and templates:

  - Section Planner
  - Section Organizer
  - Mock-up Template
  - Review Checklists
  - Proposal Assessment Tools

Application exercises are part of this online course. Learners are expected to complete all exercises within the timeframe of the course schedule.