Executive Summary Development

Shipley On Demand

Course Overview

Whether you sell to governments or other businesses, offer products or services, work for a large, established organization or a small start-up, *Executive Summary Development* will give you the knowledge and tools to enhance your performance. *Executive Summary Development* teaches you how to plan and write executive summaries that improve the effectiveness of your proposals and other business development documents by:

- Using principles of customer focus in writing executive summaries

- Writing, organizing, and planning executive summaries using the Shipley Executive Summary Organizer

- Examining and revising draft executive summaries for customer focus, effectiveness, and clarity

This module includes a short quiz at the end of the course. Students also have access to the *Shipley Proposal Guide* sections to supplement learning and reinforce key best practices.

Benefits of *Shipley OnDemand*

Topics include:

- Developing content, graphics, and branding that clearly reflect the quality of your organization to the evaluators

- Using POWeR™ to develop proposals that are easy to evaluate and score by the evaluators, increasing the probability of winning

- Scheduling color team reviews to obtain unbiased views and recommendations for improving proposal content

Shipley's Guidebooks are available for ongoing reference and guidance.

Who Should Attend

- This module is designed for Business Development Managers, Marketing and Sales Managers, Capture Managers, and Proposal Managers.

Module Length

- Approximately 45 minutes (self-paced)

Cost

- $89