

Course ID

PROPWRITE

Course Duration

2 days

Course Title

Writing Successful Proposals

Related Courses

- Hands-On Technical Writing (TECHWRITE, 2 days)
- Business Communication: In-Person, Written, Verbal, and Internet (BIZCOM, 1 day)
- Presentations That Inform, Motivate, and Sell! (PRESENT, 2 days)

Aimed At

Proposal managers, proposal writers, proposal editors, originators of RFPs, and those who evaluate proposals.

Group Size

5-25

Prerequisites

None

Course in a Nutshell

Writing successful proposals is an exercise in purposeful, structured writing that requires the proposal writing team to have more than just good writing skills. The proposal writers must be able to uncover the customer requirements scattered throughout the Request For Proposal (RFP) document and be willing to take a step back to objectively critique the proposal before it goes out to the customer.

This course centers on the so-called Sequential Thematic Organization of Publications (STOP), a marvelously effective proposal writing technique that's been around for decades. The course also covers RFP analysis and the evaluation process.

Customize It!

- *Are you a producer of RFPs?* We can create a version of the course that addresses the RFP creation process in detail.
- *Similarly, if you are concerned with proposal evaluation,* we can gear the course more toward the evaluation process.

Learn How To

- Produce a proposal plan
- Look for holes and inconsistencies in RFPs
- Leverage information learned at a bidders' briefing
- Produce a proposal structure using STOP
- Conduct an evaluation to score the proposal against requirements before you release it
- Look at your proposal from the customer's standpoint

Course Outline

- Introduction
 - Types of bids
 - Overview: Technical, management, and cost proposals
 - RFP production process
 - Proposal process
 - Proposal evaluation process
 - Writing a proposal plan
- RFP Analysis
 - RFP structure
 - Problems with RFPs: What to look for
 - Formulating questions for a bidders' briefing
- Writing in STOP
 - STOP history
 - Benefits
 - Addressing the customer's problem
 - Identifying and organizing themes
 - Theme sentence
 - Theme text
 - Theme graphic
 - Writing the executive summary
 - Writing the technical proposal
 - Writing the management proposal
 - Writing the cost proposal
- Proposal Evaluation
 - Scoring a proposal before it ships
 - Tracing proposal items to the RFP
 - Editing
 - Dealing with time and space constraints
- Course Wrap-up
 - Course recap
 - Highlights from students' perspective

How You Will Learn

- A seasoned proposal writer who is also a great instructor will present this course in interactive lecture format.
- Along with the lecture, we'll use exercises, workshops, and interesting group activities to give you hands-on practice in creating and critiquing proposals.
- You will receive a printed Participant Handbook to help you remember and retain what you learned in class and apply it on your job

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