

COURSE SYLLABUS

Proposal Writing Training for Subject Matter Experts (SMEs)

A one or two day skills-based proposal writing training course for SMEs who participate in responding to RFPs from educational institutions, state and local governments, and other businesses. SMEs have a wealth of knowledge. The challenge is translating all of that knowledge into proposal content buyers can both understand and care about.

Session		Course content
Day 1	Interactive Lecture	<p>Proposal writing best practices</p> <ul style="list-style-type: none"> ☑ <i>Focusing on the customer.</i> Students learn the importance of, and techniques for, making your content more about the customer and less about your company. ☑ <i>Targeting personal motivations.</i> Students learn how personal motivations drive organizational objectives, how to address them, and how to handle risk. ☑ <i>Writing to persuade.</i> Students learn the importance of persuasion, how to build persuasive arguments, and how to use evidence to support their message. ☑ <i>Differentiating your solution.</i> Students learn the importance of differentiation, and how to differentiate your solution so it resonates with the buyer. ☑ <i>Improving skimmability.</i> Almost nobody reads a proposal cover to cover. Students learn how to draft proposal content to make it exceptionally easy for reviewers to skim while still understanding your sales message. ☑ <i>Improving readability.</i> Readability is just as important as skimmability. Students learn techniques to make your proposal content as easy as possible to read. <p>Proposal messaging best practices</p> <p>It doesn't matter how well you write if you don't have the correct message. This portion of the course teaches students how to transform your kickoff meetings into sales strategy meetings, and through that, how to build effective, customer-focused sales messages.</p> <p>How to write proposal content</p> <p>Students learn best practices for writing proposal content, including executive introductions, cover letters, title pages, customer references, RFP answers, company overviews, and more.</p>
Day 2	Writing workshop (optional)	<p>Students practice drafting proposal content based on the lessons they learned the previous day.</p> <ul style="list-style-type: none"> ☑ Drafting executive introduction content so it makes the sale. ☑ Drafting a title page that is compelling and gets attention. ☑ Drafting customer references that are persuasive and meaningful. ☑ Writing answers to RFP questions so they are persuasive, customer-focused, and where possible, differentiate your solution. <p><i>*All of the content we develop in the class is based on your own, internal content from past proposals you've written. By the end of the day, your staff will have new, persuasive content they can begin using for their next project.</i></p>

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To learn more about the class and whether it fits well with your needs, we invite you to speak with an instructor. Send an email to info@proposalbestpractices.com and an instructor will contact you to schedule a time to talk.