

<b>Objectives of program</b>	<p>Many proposals, tenders or submissions do not achieve their desired outcomes. This is often because they are written without adequate reader focus, clarity, positive structure or persuasion. Major benefits and selling points are frequently buried in pages of detail.</p> <p>Writing Sales Letters and Proposals is designed to give you the tools to write a concise and upfront argument for getting a 'yes' response.</p>
<b>Content of program</b>	<ul style="list-style-type: none"> <li>• Plain English, active or passive voice, grammar</li> <li>• Mind Mapping for document planning</li> <li>• front focus with persuasion</li> <li>• reader behaviour and attitudes</li> <li>• use of power words</li> <li>• purpose and strategy</li> <li>• structure of a proposal or submission</li> <li>• writing clearly and concisely</li> <li>• critical editing</li> <li>• does your proposal work?</li> <li>• writing executive summaries</li> <li>• writing the cover letter</li> </ul>
<b>Target Audience</b>	<p>This program is specifically designed for business managers, account executives and all others responsible for business development.</p>
<b>Delivery of program</b>	<p>This is an interactive workshop delivered by Training People's senior business writing facilitators. It uses practical exercises, discussions and case studies. Self and peer group review and assessment are important parts of the program.</p>
<b>Outcomes of program</b>	<p>Having completed Writing Sales Letters and Proposals you will be able to:</p> <ul style="list-style-type: none"> <li>• define the purpose of a proposal in terms of reader response</li> <li>• apply the factors that persuade readers to buy</li> <li>• structure a proposal effectively</li> <li>• plan and write an effective cover document and proposal</li> <li>• apply AIDA and paragraph structures that convince</li> <li>• use power language for persuasive impact</li> <li>• use Mind Mapping for document planning</li> <li>• write in Plain English, understand active and passive voice</li> <li>• Evaluate and self edit your sales letters and proposals</li> </ul>
<b>Duration</b>	<p>2 days</p>