

# Writing the Winning Proposal

WHEN YOUR BUSINESS  
TAKES A NEW TURN  
ACROSS BORDERS...

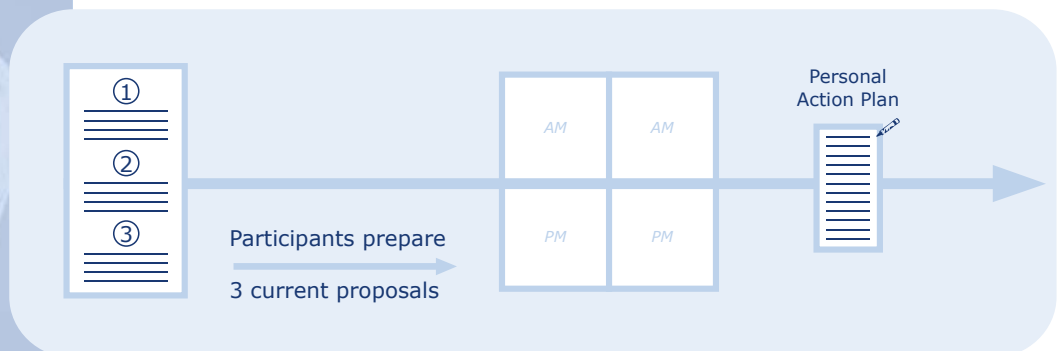
## WHO WILL BENEFIT FROM THIS SEMINAR?

This workshop is suited for all professionals with some experience in writing proposals.

## WHY SHOULD YOU ATTEND?

### You will learn

- To obtain crucial information from your sales people about the particular needs of their customers, the people in the decision-making unit and each one's importance in that process.
- Especially with large accounts, how do we plan with the sales team their sales efforts more effectively and how do we write powerful proposals.
- Key concepts in value communication about the advantages and benefits of your company's solutions that improves writing winning proposals.
- To design a framework and guidelines to increase our focus on the customer when we are writing winning proposals.
- How to turn initial objections from potential customers into powerful benefits and how to present investments.



## METHODOLOGY

The workshop consists of interactive and experiential activities, including role-plays, case studies and group discussions. Participants will also bring 3 current proposals, which will be working documents for the workshop. At the end of the session you will take home your action plan, which will give you a clear idea of the process changes and steps needed to optimize your negotiation writing proposal skills.

## PRODUCT RANGE

Value Selling  
Effective Negotiation Skills  
Effective Presentation Skills  
Professional Sales Skills



**CONTENT OF THE SEMINAR**

The seminar is divided in 3 main subjects: Obtaining the information, Writing the proposal and Delivering the proposal. All three subjects will be discussed in detail. Gathering and collecting information, focusing on the customer, writing strategic information, writing technical information, winning proposal guidelines and presenting your work will be intensively trained.

**DURATION**

The workshop lasts 2 days, starting at 9.00am and finishing at 5.00pm..

**LANGUAGE**

English, Dutch, French, Spanish, German, Italian.  
Other languages on request.

**LIMITED NUMBER OF PARTICIPANTS: 16**

I would like to be contacted for more specific information on  
**'Writing The Winning Proposal' by:  phone  email**

Name: .....

First Name: .....

Company: .....

Title: .....

Address: .....

Postal Code: .....

City: .....

Country: .....

Telephone: .....

Fax: .....

Email: .....



**YEO Management**  
 Platte Lostraat 307A  
 3010 Leuven  
 BELGIUM  
 T: +32 16 20 00 91  
 F: +32 16 20 01 91

[www.yeo-management.com](http://www.yeo-management.com)  
[info@yeo-management.com](mailto:info@yeo-management.com)