

Proposal Development Training

Course Outline

Early Proposal Planning

- The 5 “Absolutely Must Do” steps in proposal development
- Intelligence gathering – Why it is critical – Reaching the customer first

Deciphering the RFP

- What firms don't know and the Government won't tell them
- Taking apart the RFP to find the hidden information

Proposal Preparation Process

- An insider's view of what works – Why some techniques don't work
- Why the same firms keep winning – What they're doing right
- New methods to write your proposal

Developing Themes

- What is a theme – Why themes make the difference in winning proposals
- How to develop themes – How themes serve as your outline

Influencing the Evaluator

- How evaluators think – How to get the evaluator's attention
- What evaluators like and don't like – Developing your proposal so they love it
- Writing so the evaluator understands – How evaluators score your proposal

Developing the Executive Summary

- Why the executive summary can make or break a proposal
- Developing the executive summary – Writing so evaluators want to see more

Developing the Management Proposal

- Maximizing the management proposal – Superior development techniques
- Clear, stimulating writing – Giving evaluators what they want
- Resume development style never seen before

Developing the Technical Proposal

- Developing high-density data and information – How not to blow it
- What it takes to engage the evaluators - Keep them interested
- What to do so they remember you

Format and Graphic

- What works and doesn't work – Styles used in all winning proposals
- Effective methods of graphic presentation – Visuals that work
- From the cover to the last page – How to make them want to select you