

ARE YOU WINNING ENOUGH BUSINESS?

WRITE BETTER PROPOSALS!

If you usually have a team involved in your proposal writing, whether it's with external subcontractors, internal subject matter experts or proposal writers, this session is ideal.

There are two options. A stand-alone ½ day session (4 hours) or a ½ day session followed by consultation to review and discuss a current or past proposal to see what you can do to change your proposals for the better or discuss things you can do for the one you are currently writing.

This session gives you the hands-on opportunity to ask questions and dig deeper in the areas that are important to you. These training sessions are ideal for small groups.

TRAINING ONLY

- 4- 6 hours of training at your office.
- A workbook for each participant with all the material. (almost 100 pages, includes exercises and interaction)

TRAINING AND CONSULTATION TOGETHER

- 4 hours of training at your office
- 4 hours of discussion/review of your past or current proposals with the participants to discuss practical application of the techniques and help them identify what they need to do to win more business. Strategy is established, techniques applied and participants re-write sections which are then reviewed. This is a very interactive session that is adapted to suit the client needs.
- A workbook for each participant with all the material. (almost 100 pages, includes exercises and interaction)

WHAT YOU WILL LEARN:

- Learn why boilerplate material and a fluffy sales pitch won't win you more business.
- Discover the key things you need to do to differentiate yourself from your competition
- Understand how to write and format your proposal so it's easy for the evaluators to give you top marks.



“Win More Business – Writer Better Proposals” by Michel Theriault

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“This is a methodical and well structure guide to writing winning proposals, reinforced with helpful tips and techniques. This is written by someone who has been incented to develop business in his career!” - Dean M Johnson, President, Sodexo Canada



ABOUT MICHEL

Michel has extensive experience managing services in-house and with subcontractors and outsourcing firms. He has procured and managed service providers as well as spending time as a service provider, managing large portfolios and writing proposals that won over \$6 Billion dollars in revenue. He's worked with suppliers and service providers to develop their proposals and has worked with buyers to procure services, including developing the RFP's and conducting evaluations.

As a consultant, he continues to be involved in the service industry, including publishing management, leadership, performance and proposal writing articles in leading publications. He has delivered seminars and workshops internationally. His consulting firm helps suppliers and buyers get results, get attention and get ahead. Michel's new book is titled “Win More Business -Write Better Proposals”.

Michel also writes a blog and produces a podcast called “Write Winning Proposals”. Visit iTunes or visit www.howtowinmorebusiness.com

