

Winning Executive Summaries

Course Overview

Executive summaries are key elements of your business development documents, often the only part decision-makers will read. Learn to write them quickly and effectively in this fast-paced workshop. Whether you sell to governments or other businesses, offer products or services, work for a large, established organization or a small startup, *Winning Executive Summaries* will give you knowledge and tools to enhance your performance.

Course topics include:

- Principles of customer focus
- Uses of executive summaries
- Planning
- Organizing
- Writing
- Examining for customer focus and effectiveness
- Revising to be clear, concise, and correct

Workshop Description

Winning Executive Summaries is a 1-day, hands-on, skill-building session. It's packed with examples and tips on how to craft a hard-hitting executive summary organized around your customer's most important issues—the hot buttons.

Over the course of the day, through lecture, discussion, and practical exercises, you'll be guided to actually create a complete executive summary for a proposal of your choice from among three options:

- A “live” opportunity your organization is currently pursuing
- A past opportunity you won or lost, for which a powerful executive summary could have improved your chances or made your job easier
- A case study opportunity provided by your instructor

Whichever you choose, you'll learn to use customized tools for planning and writing with great efficiency. You'll receive those tools in electronic form to apply to your next executive summary. And you will have your completed summary to send to your customer or use as an example internally.



Shipleys Proposal Guide™ v4.0

The Shipleys Proposal Guide™ contains 52 topics and 12 model documents. Each topic section provides a summary of key points.

Who Should Attend

- Market or Account Managers
- Sales Professionals
- Proposal Managers
- Capture Managers
- Business Development Managers

Workshop Length

- 1 Day
- 1 Shipleys University™ Unit

Workshop Materials

- Workshop Manual
- *Shipleys Proposal Guide*™