

Winning Sales Proposals

Course Overview

Improve your sales effectiveness with proven proposal development tools and techniques that support your sales objectives. Learn to:

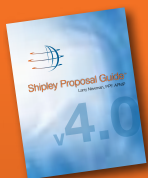
- Plan customer-focused proposals that sell
- Align your sales and proposal strategies
- Integrate your sales strategy into the proposal
- Exceed customer expectations on every proposal

Winning Sales Proposals will teach you to align your proposal to customer needs and allocate resources in a way that improves your overall win rate.

Workshop Description

Using simulations, discussions, and role-plays, Winning Sales Proposals participants learn and practice the skills to plan and prepare winning proposals:

- **Select Winning Proposals.** Gain a competitive advantage by understanding how proposals are evaluated and how winners are selected.
- **Position Your Proposal to Win.** Learn a “framework process” to identify resource needs and competitive information necessary for developing a winning proposal. Learn to develop an effective sales strategy built on bringing value to the customer.
- **Plan Your Proposal.** Learn the steps to plan a responsive, customer-focused proposal by determining the best proposal style, establishing a baseline solution, preparing a proposal outline, and extending the sales strategy into a proposal strategy.
- **Amend Before Submittal.** Improve your competitive position by using self- and peer-reviews to amend your proposal. Use best-practices guidelines to reduce rework, rewrites, and waste.
- **Existing Sales Tools and Techniques.** Use time-saving tools and techniques to generate a customer-focused proposal.



Shipleys Proposal Guide™ v4.0

Included with Shipleys's Winning Business workshops

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

Who Should Attend

- Sales Professionals
- Account Managers
- Sales Support
- Proposal Team
- Solution Managers

Workshop Length

- 2 Days
- 2 Shipleys University® Units

Workshop Material

- Workshop Manual
- Shipleys Proposal Guide™