

Proposal Writing

Course Overview

Effective Proposal Writing is essential for business success. Participants will gain required knowledge and skills for how to offer customers a written tailored solution with logical tiered information, to meet customers expectations while implimenting workplace policies.

Course Outline

- Why proposals
- Proposals vs. standard offers
- Review customer requirements
- Matching customers' needs to company options
- Key elements in writing proposals
- Executive summary
- Proposed solution
- Benefits
- Impact on business objectives
- Validity
- Alternatives for presenting proposals
- Face-to-face with the customer
- Case study: application
- Putting it all together
- Developing an action plan

Learning Objectives

Upon completion of this course, participants will be able to:

- Refocus on customer requirements
- Link proposal to customer needs
- Identify elements needed for good proposals
- Putting a plan for improvement

Who Should Attend

Sales managers, supervisors and representatives

Course Duration: Two days from 9:00AM to 4:00PM

Registration Deadline: One week before the course date

Course Fees

- 1700 EGP (Registration is confirmed only upon payment)
- Fees include materials and attendance certificate
- Complimentary coffee breaks and light lunch

Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

For Registration

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Payment should be made one week prior to course.
- Payment by cheque in Top Business's name or cash to our address.

For More Information

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