



The Baron
Group, Inc.

Writing Effective Proposals

Overview

While face-to-face dialogue between a salesperson and client is usually the most important component of the sales process, it is critical that a written proposal accurately reflect a salesperson's understanding of a client's needs and their ability to implement an effective solution.

The proposal needs to stand-alone if a salesperson is not able to present or re-present. This workshop assists participants in improving proposals they have previously written, and strengthen critical proposal writing skills.

By the conclusion of this course, participants will be able to write proposals that:

- Demonstrate an understanding of the client's needs
- Are organized according to a client's needs
- Specifically link a recommendation to a client's needs
- Clearly and concisely present a recommendation in a way that will be easily understood and recalled
- Effectively utilize graphics and white space
- Demonstrate the unique capabilities of their team
- Are differentiated from the competition