

# Winning Proposals



At Huthwaite International we have been delivering real sales and negotiation performance improvement for more than three decades. As a result we are confident we can show you how to make a real and lasting improvement to your results, no matter what your level of experience or current performance. All our training is derived from field research into what high performers do to distinguish themselves from the rest.

Using the models developed in our SPIN<sup>®</sup> Selling course, this workshop enables you to examine your own proposals and develop them into more persuasive documents.

**Huthwaite Winning Proposals builds the skills essential to success by helping you to:**

- analyse your own proposals in terms of their persuasiveness
- focus your proposals on your customers' needs
- build value for your solutions
- create the best competitive position for your solutions
- reduce customer concerns about risk
- create documents that encourage readers to study them.



## Training design

This programme is designed as a workshop rather than as a training course. You can either re-write an old proposal (to serve as a template for future proposals) or create a draft proposal for a current 'live' sale.

The models and guidelines are introduced in small, logical steps. Using the Huthwaite principle that learning is doing, exercises are introduced at key points during the workshop to help you apply the concepts to your own products and customers: What problems do your customers have? What needs do they really express? What concerns do they have about the risks of change? What is the Fog Index of your normal writing style?

### Course outline

#### Persuasive content

- Customer needs and criteria for the ideal supplier
- Presenting yourself as the ideal supplier
- Building value for your solution
- Handling customer concerns about risk, costs and implementation hassles.

#### Image and style

- Physical presentation: how the document looks
- Customising the proposal; personalised copies for each decision-maker
- Titling and text style
- Using graphics and illustrations
- Value of customers' quotes and summaries.

## Who should attend?

In addition to sales executives and sales managers, this course can be highly beneficial to anyone in a bid team who is involved in the preparation of proposals.

## Contact us

For more information about Huthwaite's Winning Proposals or other Huthwaite Open courses please go to: [www.huthwaite.co.uk/open](http://www.huthwaite.co.uk/open) or call the Open Coordinator on +44 (0) 1709 521 243.