

Writing Persuasive Sales Proposals

A sales proposal has to sell in your absence. It needs to set out a clear business case and show your prospect the full cost benefit of your solution. This workshop will enable you to:

- Write reports that sell
- Understand the prospect's needs
- Planning- content and time
- Present prices effectively
- Structure the report's themes and arguments logically
- Gather, analyse and present data appropriately
- Improve the visual layout, format and appearance



Who Will Benefit?

Anyone who sells using written communication

Course Outline

- Understanding the psychology of the buying cycle
- The stages of persuasion in the selling cycle
- The prospects current situation
- Identify problems and their implication
- State the prospect's needs as stated by them
- Your organisation as the ideal supplier
- The solution
- Value and payoffs of the proposed solution
- Handling concerns about risk, costs and implementation
- Planning time
- The visual layout, format and appearance
- Collecting and analysing data and information
- Proof reading
- Presenting

Duration

1 Day



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