



How to Write Superior Proposals And Leave Your Competitors Behind

One professional services firm had just lost six proposals in a row. But over the next year they won six of their next nine for \$12.5 million in new fees. How did they turn things around? Their proposal teams began using the difference makers taught in this four-week, “zero-travel-required” training program, Proposal MasterySM.

If **your** proposal writers learn to use the same difference makers that the firm in the story above did, you will distinguish yourself from your competitors in your proposals and interviews. You will win the most lucrative contracts for the best clients... and leave the scraps for your competitors to tussle over.

Proposal MasterySM is for anyone who writes—or puts their signature on—a proposal. From the principal or project manager who labors late at night crafting the proposal to the marketing professionals who produce them, they all benefit. By mastering these simple concepts, some clients have doubled, even tripled their win rates in certain sectors.

During this webinar-based training program conducted by Jim Rogers, author of [Win More Work: How to Write Winning A/E/C Proposals](#), your proposal teams will learn how to:

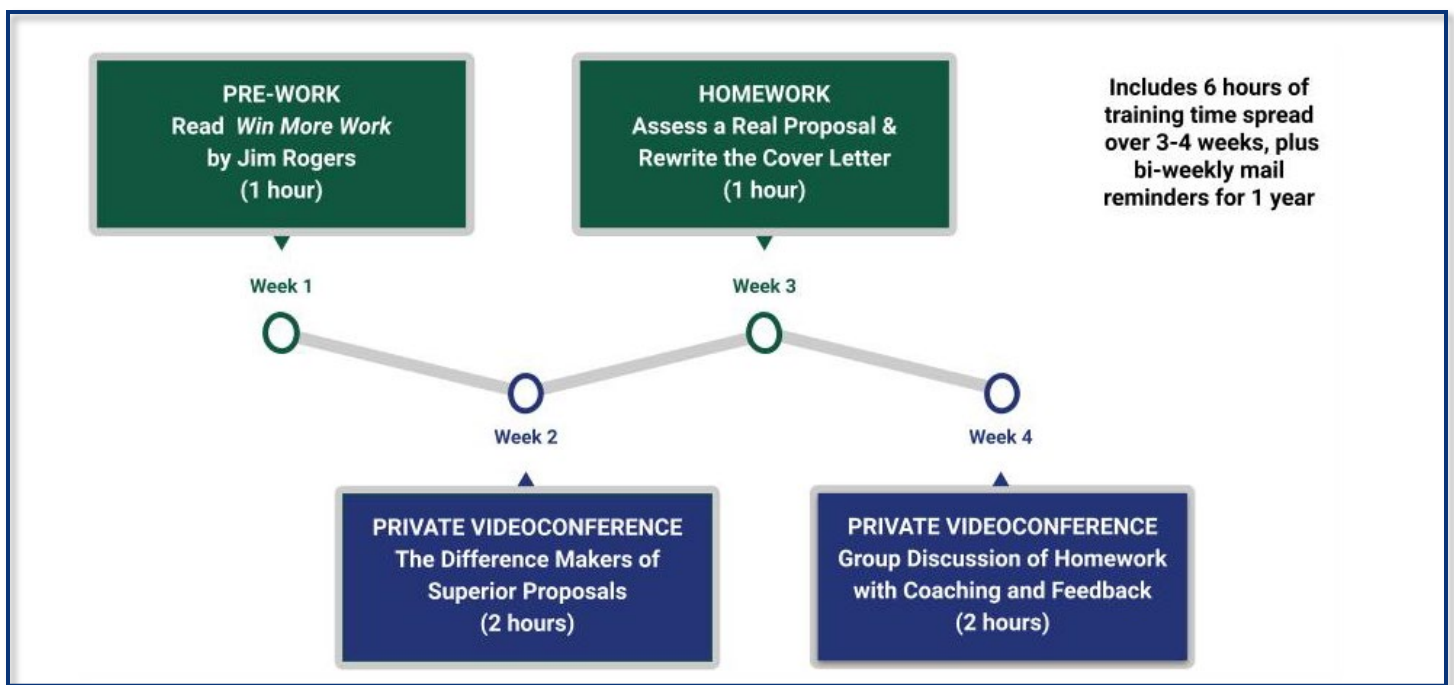
- Distinguish your proposals from the crowd
- Structure your proposals logically but in a way that also connects emotionally with decision-makers
- Write powerful cover letters that sell
- Employ the three most convincing win themes
- Write persuasively, using proven phrases that get the attention of decision-makers
- Make graphic design choices that amplify your ideas rather than detract from them
- Roll those winning strategies into the interview presentation that seals the deal.

If your proposal teams apply the failproof strategies taught Proposal MasterySM, they will consistently deliver client proposals that leave your rivals behind. To learn how we can help you outpace your competitors race after race, year after year, call Jim Rogers directly at (859) 321-7547.

**Proposal
Mastery**SM

Proposal Mastery is a service
of Unbridled Revenue, Inc.

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Master the Art and Science of Proposal Writing in Just 4 Weeks

Adult learners improve fastest when they use a blend of learning strategies. Below you'll read about a remarkably effective training approach that allows professionals to quickly master proposal writing. Part of the beauty of the program is that it requires no travel—everyone can join from their home offices. The program requires only six hours of effort spread over four weeks.

Week 1: Pre-Work. To gain a solid foundation of key concepts, participants first read Jim Rogers's book *Win More Work: How to Write Winning A/E/C Proposals* from which they learn key concepts and techniques. This takes only one hour.

Week 2: Private Videoconference. In this two-hour online seminar, participants learn how clients make decisions and how to express your firm's value proposition in a persuasive manner. Your proposal teams will learn how to write proposals that markedly distinguish your firm from the rest. They'll even learn to avoid painful mistakes that can cost you a contract you were otherwise all certain to win.

Week 3: Homework. After the webinar, participants will use one of their own past proposals—or an active one—to practice the new concepts they've learned. Using our 20-point evaluation tool, they'll

ferret out mistakes from the past that they'll never make again. Collaborating virtually in small teams, they will then rewrite the cover letter to make a compelling sales pitch. They will distill the essential ideas from the training into that one-page document. Homework takes one hour.

Week 4: Private Videoconference. We reconvene to debrief the homework and share advanced strategies that will work right away on their next proposals. This two-hour session brings the lessons to life in a way that a canned workshop or bootcamp can't.

Beyond Week 4: Bi-weekly Reminders. But there's more. Proposal MasterySM doesn't stop there. Because we forget much of what we learn in training, for a year, participants will receive email reminders terrific tips and tricks. The emails refresh their knowledge when they need it most—on the job!

Benefits

Once your proposal writers have mastered the art and science of writing superior proposals, you'll win an unexpected deal or two right away and the training will pay for itself. And when your best clients—old and new—award you their best projects, your firm will stand strong... no matter what's going on in the world.

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Call (859) 321-7547 for a free consultation to find out if Proposal MasterySM is the right fit for your project managers, principals, and marketers.