

## Writing Proposals That Win Business

When it comes to proposals, business is often won or lost based on the writer's ability to win the confidence of the reader. What makes the difference between a regular proposal and a Winning Proposal? A Winning Proposal is one that uses the art of persuasion. To use the art of persuasion, you must **SELL** the benefits of your idea so that the readers are convinced it is in their best interest to say YES! Learn the key rules of persuasion and how to combine them with high-energy language to write a winning proposal.

The program focuses on...

- using the art of persuasion so your readers say “yes”
- proving that your proposal will solve a need
- planning and organizing to put the right information in the right place
- guiding your readers so they “head nod” as you present the information