

## CREATING WINNING PROPOSALS

*“Master the art of persuasive proposal writing to win clients and projects with confidence.”*

### Schedule

Date	Venue	Fees (Online)
16 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

This 1-day online course is designed to equip participants with the knowledge and skills to craft compelling, client-focused proposals that stand out. Through practical exercises, templates, and expert tips, participants will learn how to structure, write, and present proposals that clearly address client needs and deliver value.

Whether you're new to proposal writing or want to sharpen your existing skills, this course offers actionable strategies to increase your success rate and win more business.

### Objectives

By the end of this course, participants will be able to:

- Understand the key components of a persuasive proposal.
- Analyze client needs and align proposals to meet those needs.
- Write clear, concise, and compelling content.
- Apply proven strategies to improve proposal structure and presentation.
- Avoid common proposal pitfalls and mistakes.

## Why Attend

- Boost your proposal win rate with proven techniques.
- Learn how to tailor proposals for different clients and industries.
- Improve the clarity and persuasiveness of your writing.
- Gain confidence in presenting proposals to stakeholders.
- Access templates and checklists to streamline your proposal process.

## Target Audience

This program is designed for:

- Sales and business development professionals.
- Marketing and proposal managers.
- Consultants and project managers.
- Anyone responsible for writing or contributing to business proposals

## Individual Benefits

Key competencies that will be developed include:

- Enhanced proposal writing and structuring skills.
- Stronger client-focused communication abilities.
- Increased confidence in persuasive writing and presentation.
- Improved understanding of what drives client decision-making.
- Tools and techniques for more efficient proposal development.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased success in securing new clients and projects.
- Stronger alignment between client needs and organizational offerings.
- More efficient and effective proposal processes.
- Enhanced reputation and credibility in the marketplace.
- A competitive edge in winning bids and contracts.

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Understanding the proposal lifecycle and key success factors.
- Case Studies - Reviewing successful (and unsuccessful) real-world proposals.
- Workshops - Drafting and refining key proposal sections.
- Peer Exchange - Sharing proposal challenges and best practices.
- Tools - Templates, checklists, and guides for effective proposal writing.

## Course Outline

**Training Hours:** 9:00 AM – 4:00 PM **Format:** 3 Learning Modules | Breaks: 11:00 & 2:00

### Day 1: Creating Winning Proposals

- Module 1: Fundamentals of Proposal Writing (09:00 – 11:00)
  - Understanding the client’s perspective and needs.
  - Key elements of a persuasive proposal.
  - Common pitfalls and how to avoid them.
- Module 2: Structuring and Drafting the Proposal (11:15 – 1:15)
  - Writing clear, concise, and compelling content.
  - Organizing the proposal for maximum impact.
  - Designing effective executive summaries and value propositions.
- Module 3: Refining and Presenting the Proposal (2:00 – 4:00)
  - Editing and polishing the final document.
  - Presenting the proposal to stakeholders.
  - Using feedback to improve future proposals

## Certification

Participants will receive a Certificate of Completion in Creating Winning Proposals, validating their expertise in crafting persuasive, client-centered proposals that deliver results.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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