

# Sales And Marketing

## Proposal Writing Course Outline:

### Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### Module Two: Understanding Proposals

- What is a Proposal?
- The Proposal Writing Process
- Types of Proposals
- About Requests for Proposals

### Module Three: Beginning the Proposal Writing Process

- Identifying Your Purpose and Your Audience
- Performing a Needs Analysis
- Writing the Goal Statement

### Module Four: Preparing an Outline

- A General Format
- Special Sections
- Creating a Framework
- Getting Down to Details

### Module Five: Finding Facts

- Identifying Resources
- Using the Internet as a Resource
- Organizing Your Information

### Module Six: Writing Skills (I)

- Spelling and Grammar
- Working with Words
- Constructing Sentences
- Persuasive Writing
- Mastering Voice

### Module Seven: Writing Skills (II)

- Creating Paragraphs
- Creating Strong Transitions
- Building to Conclusions

### Module Eight: Writing the Proposal

- Educating the Evaluator
- Ghosting the Competition
- Using Illustrations

### Module Nine: Checking for Readability

- Checking for Clarity
- Reading for Your Audience
- Using the Readability Index

### Module Ten: Proofreading and Editing

- Proofreading Like a Pro
- Editing Techniques
- Checking the Facts
- The Power of Peer Review

### Module Eleven: Adding the Final Touches

- Our Top Typesetting Tips
- Achieving a Professional Look and Feel
- Creating the Final Package



## Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations