



# ASHER

GLOBAL LEADERS IN SALES STRATEGIES.

## WINNING PROPOSALS

**TO SCHEDULE A SESSION OR FOR MORE INFORMATION CALL Steve Johnson at 877-238-3386**

### WINNING PROPOSALS WORKSHOP

The two-day Winning Proposals Workshop concentrates on the best practices for developing winning proposals, including building relationships with the client organization, understanding customer requirements, developing solutions to meet customer needs, and developing appropriate marketing messages that serve as the foundation for winning proposals. Attendees will gain an understanding of the relationships between the organization's business development functions and proposal processes and how these functions relate to them.

The workshop includes analysis of case study situations tailored to the customer's challenges and small group strategy sessions applying the techniques learned to real business targets and skills practices. The seminar is based upon our extensive research of over 150 references, the perspectives of senior proposal managers and source selection authorities, and the experience and skills of ASHER's facilitators who have excelled in proposal development.

#### THIS SEMINAR IS AVAILABLE TO

- Program Management Offices
- System Commands and their field activities
- Defense Contractors
- Commercial Companies who win work via the proposal process

#### TOPICS COVERED IN THE WINNING PROPOSALS WORKSHOP

- The Top-Ten Skills of the Super Proposal Developer
- The Top-15 Business Development Processes used by the Top Organizations
- Keeping Customers Delighted
- Strategic Marketing Planning
- Researching Prospects and Preparing for the Initial Meeting
- Telephone Calling Principles
- Importance of Listening to Customers
- Relationship Building Strategies
- Recognizing Customer's Needs
- Top-Ten Closing Techniques
- Handling Objections
- Strategies for Capturing New Business
- Return-on-Investment Analysis
- Key and Ghosting Discriminators
- Writing Executive Summaries
- Presentation Strategies
- Proposal Strategies

#### WHO SHOULD ATTEND WINNING PROPOSALS?

Most customer-facing people including:

- Executives
- Managers
- Sales People
- Sales Engineers
- Proposal Writers
- Proposal Managers

#### What is the agenda each day?

Day One	8am - 10am	Customer Relation Skills
	10am - 12pm	Strategic Account Planning
	12pm - 1pm	Lunch
	1pm - 5pm	Tactical Marketing and Lead Identification
Day Two	8am - 10am	Telephone Skills
	10am - 12pm	Customer Relationship Development Skills Proposal Process Management
	12pm - 1pm	Lunch
	1pm - 4pm	Interactive Exercises

*\* Role playing exercises are included throughout both days.*



#### WHAT CAN I EXPECT FROM THE WINNING PROPOSALS WORKSHOP?

**A dramatic improvement in customer relations, proposal quality and proposal win rate!**