

# Persuasion in Proposal Writing 提升建議書的說服力

MEDIUM : English / Cantonese COURSE CODE : PPW DURATION : 1 day

## Elevate Persuasion to Get Attention and Buy-in

Before selling a product or service in person, sales and marketing professionals need to sell their ideas, knowledge and the company via proposals. They will compete for attention and build their credibility through content selection, systematic structure and language style to pitch customers' interest.

The workshop aims to elevate their skills in the following aspects:

- Sharpen the reader-focus
- Project a positive corporate image
- Grab the reader's attention
- Engage their interest
- Prompt action
- Master the executive summaries in proposals
- Realise how to influence the readers with analysis
- Present ideas in a professional and updated language
- Adapt content to recommended templates

## Methodology

### A. Pre-Workshop Phase

1. Upon training confirmation, the client will provide two (2) samples of bid that require improvement for the trainer's analysis and for her to develop case studies and templates for workshop practice.
2. Each participant will submit a writing sample to the trainer four (4) weeks before the workshop. The trainer will offer coaching remarks on the samples. She will also develop practical workshop exercises based on the writing samples.

### B. Workshop Activities

- *Lecture*
- *Exercises*
- *Case studies*
- *Coaching*

## Course Outline

### 1. Go the Extra Mile

The participants will be given an overview on:

- The objective of adding value to writing
- The review of the current writing standards
- The takeaways in the workshop

### 2. Grab Reader's Attention

The participants will review *case studies* to realise ways to grab the reader's attention with the WII-FM (What's In It For Me) principle:

- Get to the point by addressing the reader's needs
- Learn creative methods to hook reader's attention
- Apply the AIDA model to be persuasive

### 3. Sharpen the Executive Summaries

The participants will do *case studies and exercises to practise*:

- Executive summaries
- Internal summaries

### 4. Project a Positive Corporate Image

The participants will learn how to gain trust and build rapport in a language that contains the following elements:

- A factual and tactful tone
- Clear, concise and coherent sentences
- Correct grammar

### 5. Outline Content to Engage Interest

The participants will learn and *practise* how to exert influence with methods to outline content:

- Picture painting
- Testimonial
- Topical
- Chronological
- Geographical

### 6. Influence Decisions with Analytical Input

The participants will learn how to deepen their analysis to influence decisions:

- Cause and effect
- FAB
- Psychological Progression

### 7. Create a Coherent Flow with Templates

The participants will follow recommended templates to *write*:

- Cover message
- Bid
- Follow-up messages

### 8. Integration Exercise

The participants will *write* a bid to apply the workshop learning.