



Webinar Events *live & interactive*



Writing skills: Proposals

Presented by: Craig McGregor

Delivered as: A live and Interactive 90 minute webinar

Includes as much practical work and interaction as possible, and: theory-led discussion; real-life examples, comparison and analysis; individual (and team) objectives.

Why join this webinar?

Whether you use a simple email to pitch, or create more detailed proposals, or respond to complex tender applications, you'll learn how to maximise your impact and subdue your competition using adaptable structures, fluid persuasion, and proven techniques to win your audience.

You will learn:

- Different formats compared and evaluated
- Tenders and RFP's
- Purpose and Structure
- Optimising data, numbers, costs
- Tone of Voice
- Top Tips
- Action Points

What next?...

- Emotional Intelligence in Sales
- Writing skills: Emails
- Writing skills: PowerPoint Decks

Ask about post-course 30 – 60 minute coaching session with Craig to review action plan progress

For more information or to book please call **020 7256 6668** or email enquiries@gbclearning.co.uk