

## Are You Winning Enough Business? Write Better Proposals!

Does your potential client see you as the best, or just run of the mill? Are you making all kinds of claims and not backing them up? Are you differentiating yourself from your competition? Whether you're selling your own services or the VP of Business Development for a large corporation, you can write winning proposals.

To win, your proposal must be clear, concise and compelling. It needs to differentiate you from the competition and convince your client. Are you doing that, or just using boilerplate material? Are you struggling with each proposal to churn it out and meet the deadline?

Learn from Michel's experience writing winning proposals that resulted in billions of dollars in revenues, including winning large corporate and government service contracts. Get insider knowledge that's based on his work with buyers developing RFP documents, conducting procurement initiatives, evaluating bid submissions and coaching evaluators.

Get the strategic techniques you need to change your proposals from simply providing information to persuading your client and winning them over.

### What You Will Learn

- ★ Learn why boilerplate material and a fluffy sales pitch won't win you more business.
- ★ Discover the key things you need to do to differentiate yourself from your competition.
- ★ Understand how to write and format your proposal so it's easy for the evaluators to give you marks.

### About Michel

Michel has extensive experience managing services in-house and with subcontractors and outsourcing firms. He has procured and managed service providers as well as spending time as a service provider, managing large portfolios and writing proposals that won over \$6 Billion dollars in revenue. He's worked with suppliers and service providers to develop their proposals and has worked with buyers to procure services, including developing the RFP's and conducting evaluations.

As a consultant, he continues to be involved in the service industry, including publishing management, leadership, performance and proposal writing articles in leading publications. He has delivered seminars and workshops internationally. His consulting firm helps suppliers and buyers get results, get attention and get ahead. Michel's new book is titled "Win More Business -Write Better Proposals".

Michel also writes a blog and produces a podcast called "Write Winning Proposals". Visit iTunes or visit [www.howtowinmorebusiness.com](http://www.howtowinmorebusiness.com)



### Based on the Book

#### Win More Business – Write Better Proposals

by Michel Theriault

ISBN 978-0-9813374-0-1  
\$19.95 Softcover 242 Pages  
[www.woodstonepress.com](http://www.woodstonepress.com)

"This is a methodical and well structured guide to writing winning proposals, reinforced with helpful tips and techniques. This is written by someone who has been incented to develop business in his career!"  
- Dean M Johnson, President, Sodexo Canada

## 1 Hour Seminar

Ideal for Trade Association Conferences or Corporate Conferences

Ask about our ½ day and 1 day workshops



## Are You Winning Enough Business? Write Better Proposals!

If you usually have a team involved in your proposal writing, whether it's with external subcontractors, internal subject matter experts or proposal writers, this session is ideal.

There are two options. A stand-alone ½ day session or a full day session with consultation to review and discuss a current or past proposal to see what you can do to change your proposals for the better or discuss things you can do for the one you are currently writing.

This session gives you the hands-on opportunity to ask questions and dig deeper in the areas that are important to you. These training sessions are ideal for small groups.

Training only includes 4 hours of training at your office. A 100 page workbook is included for each participant with all the material.

Training and consultation includes 4 hours of training and 4 hours of consultation. We identify what's needed to win more business. Strategy is established, techniques applied. This is a very interactive session adapted to suit your needs.

- A workbook for each participant with all the material. (almost 100 pages, includes exercises and interaction)

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- ★ Discover the key things you need to do to differentiate yourself from your competition
- ★ Understand how to write and format your proposal so it's easy for the evaluators to give you top marks.

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## Workshop

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Corporate  
Business  
Development  
Teams

Ask about our  
seminar for  
conferences

