

Soft-Train



*At Soft-Train
Technology Works*

Building Persuasive Proposals (3 Days)

COURSE GOAL: To provide the students with the skills necessary to create Persuasive proposals.

PREREQUISITES: None.

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Understand and use proven Persuasive proposal tools
- Understand the Psychology of being persuasive
- Use proposal logics

KEY TOPICS:

I. Proposal Logics

- A. General Structure Logic
- B. The Slots in a Proposal's Generic Structure
- C. Slots Speaking to Slots
- D. All Slots Should Be Filled or Accounted for

II. Understanding the Baseline Logic

- A. The Three Kinds of Current Situations, Desired Results, Objectives and Benefits
- B. Assessing the Baseline Logic's Alignment
- C. Are the Overriding Problem, Effects and Benefits Aligned?
- D. Are the Deliverables Aligned with the Desire Result and Objective?
- E. Are the Deliverables Aligned with the Benefits?
- F. Testing Baseline Logic
- G. The Baseline Logic and Your Value Proposition
- H. The Relationship among the Generic Structure Slots, the Baseline Logic and Your Proposed Project

III. Using Measurable-Results Orientation

- A. Measurable-Results Orientation: The Insight Project
- B. Measurable-Results Orientation: The Planning Project

- C. Measurable-Results Orientation: The Implementation Project

IV. Conducting a Logical Methodology – The Pyramid Principle

- A. Using Pyramid Logic
- B. Clearly Identify The Objectives
- C. Place Each Objective Atop a Pyramid and Order the Actions Necessary to Achieve It
- D. Sequence Actions
- E. Identify and Integrate the Necessary Activities for Planning and Communicating
- F. The Pyramid Deliverables and the Logic Worksheets

V. Proposal Psychologies

- A. Analyzing the Buyers
- B. The Four Buying Roles
- C. A Fifth Buying Role
- D. Beyond S1, S2, B

VI. Selecting and Developing Themes

- A. What Themes Are
- B. Where Themes Come From
- C. Selecting Themes
- D. Developing Themes

VII. Green Team Reviews:

- A. The Strategic Premise of Green Team Collaboration
- B. The Green Team Review: What is it?
- C. The Green Team Review: How it Works
- D. The Green Team Review: What Happens Afterward
- E. Green Team Reviews: Some Final Thoughts

VIII. Writing the Situation and Objectives Slot

- A. The Story/S1 Slot
- B. The Questions Component
- C. The Closing/S2 Component
- D. The Situation Slot and Competitive Advantage

IX. Writing Methods Slot

- A. PIP
- B. PIP at the Task Level
- C. PIP at the Methods Section Level

X. Interlude: Focusing on Persuasion

- A. Determining the Level of Persuasiveness
- B. P-Slots and Themes

XI. Writing the Qualifications Slot

- A. Your Qualification Section Needs to be an Argument
- B. Typical Qualifications Sections Don't Present an Argument
- C. Using Your Themes Development Worksheets to Structure Your Argument

XII. Writing the Benefits Section

- A. The Kinds of Benefits
- B. The Function of the Benefit Slot
- C. The Content of the Benefits Section

XIII. Writing the Fees Slot

- A. Pricing Considerations After Initial Contact
- B. Pricing Considerations After In-Depth Analysis
- C. Our Return on Our Consulting Investment

D. The Strategic Value of
This Opportunity to You

E. The Potential Risk to You
and Your Firm

F. Your Pricing History
With Us