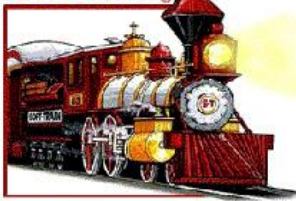


**Soft-Train**



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# Building Persuasive Proposals (3 Days) ST00011

**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
- D. Using Measurable – Results Orientation Review

**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  $S_1 \rightarrow S_2 \rightarrow B$

**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: Who is it?
- D. The Green Team Review: How it Works
- E. The Green Team Review: What Happens Afterward

- F. Green Team Reviews: Some Final Thoughts

**VIII. Writing the Situation and Objectives Slot**

- A. The Story/ $S_1$  Slot
- B. The Questions Component
- C. The Closing/ $S_2$  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
- D. PIP at the Document Level
- E. PIP and Proposal Strategy

**X. 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
- D. Now Write the Qualifications

**XI. Writing the Benefits Section**

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

**XII. 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.** The Relative Capability  
of You and Other Consultants

**G.** Your Competitor's  
Relationship with Buying  
Committee

**H.** The Desirability of the  
Project

**I.** Your Pricing History  
With Us