

Win more business with Sant Methodology

On average, Sant customers improve win rates by 29%

Named one of the Top Ten Sales Trainers in the World by Selling Power Magazine, Dr. Tom Sant is a world-recognized expert in effective selling and persuasive communication. Tom is the author of Persuasive Business Proposals, The Giants of Sales, and The Language of Success. The "Writing Persuasive Proposals" workshop incorporates Dr Tom Sant's proven best practices and methodologies to assist you in gaining your competitive edge in the market place and getting the results you want.



Writing Persuasive Proposals Workshop

| | | | | |
|-----------------------|---|--|---------------|---|
| Dates in 2010: | Tues, 19 January Tues, 9 March Wed, 5 May | Tues, 29 June Tues, 7 September Tues, 2 November | Venue: | SAB Training Institute, 15 Candican Rd, Kyalami Johannesburg |
| Duration: | One day: 08h00 to 16h30 Registration: 07h30 | | RSVP: | events@nfold.com |

Good proposal writing starts early in the sales cycle. Asking the right questions, uncovering the right information, and understanding the client's business situation, is **vital to developing a winning proposal**. This workshop shows you **step-by-step** exactly how to handle the task of writing a winning proposal. As an added benefit, you will also learn to identify what questions you should ask and how to decide whether or not to bid.

Topics include:

- ✓ Determining whether the opportunity is real and assessing your chance of winning
- ✓ Analysing the request for a proposal and/or the client's business situation to determine the most effective win strategy and develop a client-centred writing plan
- ✓ Writing a high-impact executive summary and creating a compelling value proposition based on sustainable differentiators
- ✓ Smashing through the clutter of clichés and buzzwords; and describing your solution in a compelling and persuasive way
- ✓ Writing effective cover letters, company histories, case studies, resumés, proof statements
- ✓ Writing traps to avoid; and editing for quality and clarity
- ✓ Conducting a win/loss analysis

Attendees will receive customised instruction and hands-on practice. In this workshop, participants learn new habits and skills that will enable them to write winning proposals more quickly and easily.

As exclusive distributors for **Sant Corporation**, **nFold** represents the bid best practices promoted by Tom Sant. nFold have a proven track record in sales effectiveness solutions since 2001. As advocates of the local proposal professional community, we are ideally poised to create an outsourced bid centre. We are co-founding the local chapter of the Association for Proposal Management Professionals (www.apmp.org) and run a series of specialist training interventions. In 2006, 2007 and 2008, nFold qualified as a Technology Top 100 company. In 2006, we were also selected as a finalist for "The Most Innovative Company" by Forge Ahead.

nFold



Your trainer, Sandy Pullinger is the MD of nFold. She is the first chairperson of the local chapter of APMP (Association for Proposal Management Professionals) has been writing proposals since 1992 and consulting in the field since 2001. Sandy addressed the 2009 international conference of the APMP, where she met Tom Sant. She regularly writes proposal tips for nFold's newsletter and articles published in SalesGuru, the most widely read local sales magazine. She has been finalist in both the Technology Women in Business and Top ICT Businesswoman of Africa. For a full biography read www.nfold.com/Biography.pdf

Seats are limited... BOOK NOW TO LEARN HOW TO WRITE PERSUASIVE PROPOSALS

- Specials:**
- ✓ Group bookings of more than 5 from one organization will receive a free Tom Sant book per team.
 - ✓ 10% Early Bird discount applicable to bookings made and paid for at least a month prior to the event.
 - ✓ 10% discount given to Association for Proposal Management Professionals (APMP) members.



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www.nfold.com
www.santcorp.com
www.apmp.org

Finalist: Top ICT Businesswoman of Africa
Qualifier: 2006, 2007 & 2008 Top Technology 100 Company
Finalist: 2006 Most Innovative ICT Company

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nFold Workshop

Booking Form

| | | | |
|------------------------|---------------------------------------|----------------|---|
| Course Type | Writing Persuasive Proposals Workshop | Modules | n/a |
| Course Duration | 1 full day | Cost | R1,960 + R274.40 VAT = R2,234.40 per delegate per day |
| Date | | Venue | SAB Training Institute, 15 Candican Road, Kyalami |
| Trainer | Sandy Pullinger, nFold (Pty) Ltd | RSVP | RSVP and payment at least 1 week prior to event Email: events@nfold.com Fax: 011 486 0335 |

Booking Details

| | | | |
|--|---|------------------|----------------------|
| Full Name (to appear on invoice) | | | |
| Designation | | | |
| Company Name (to appear on invoice) | | | |
| Company VAT Number | | | |
| Order Number (optional) | | | |
| Postal Address | | | |
| Email Address | | | |
| Phone Number | | | |
| Cell Number | | | |
| Delegate/s Details | Name (to appear on certificate) | Job Title | Email Address |
| Delegate 1 | | | |
| Delegate 2 | | | |
| Delegate 3 | | | |
| Delegate 4 | | | |
| Delegate 5 | | | |

Order

| No. of delegates | R Price per delegate | R Subtotal | R VAT | R Total |
|------------------|----------------------|------------|-------|---------|
| | R1,960.00 | | + | |

Bank Details:

nFold (Pty) Ltd, First National Bank, Craighall Branch (255805) Current Account 62032649090

Terms and Conditions:

- Payment secures booking.
- Cancellations must be made in writing.
- Non-arrivals and cancellations made less than 48 hours prior to the event will not be refunded. However substitutes are acceptable, please provide details in writing.
- Trainer may change.
- nFold reserves the right to cancel or postpone this event. Payments will be refunded if it becomes necessary to cancel.
- Course fee includes lunch and refreshments. Special dietary requirements to be advised in writing to nFold at least 48 hours prior to course.
- An attendance certificate will be provided at the end of the day on completion of the workshop.
- If you have not received confirmation of your booking before the event, please contact us to ensure that your booking has been registered.



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