

# Persuasive Proposals **Workshop**

**Win more business with Sant best practice**

**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 one day 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.



You will receive **customised instruction** and **hands-on practice**. Learn new **habits and skills** that will enable you to write winning proposals more quickly and easily.

## Topics include:

- ✓ Qualification process
- ✓ Effective win strategy and developing a client-centred writing plan
- ✓ High-impact executive summary
- ✓ Creating a compelling value proposition using the persuasive structure
- ✓ Smashing through the clutter of clichés and buzzwords
- ✓ Writing effective cover letters, company histories, case studies, resumés, proof statements
- ✓ Writing traps to avoid

## What some past delegates said...

*"Learnt to use dynamic titles, shorter sentences, define proposal process & keep it simple."*

*"Learnt more effective titles; correct language – simpler/clearer; eliminate jargon, ask for the business, you only get one chance."*

*"I loved the 10 tips and how to write an executive summary with the breakdown guidelines."*

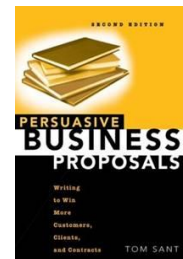
*"Learnt the structure of writing a proposal. This was an awesome course."*

## Sant Methodology

The **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.



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. He has been called "America's foremost practitioner of proposal writing" by the American Management Association, and was named one of the first ever Fellows of the Association of Proposal Management Professionals in recognition of his lifetime of contributions in the field of proposal writing. Tom is the author of *Persuasive Business Proposals*, *The Giants of Sales*, and *The Language of Success*. Read more about Tom at [www.tomsant.com](http://www.tomsant.com).



**Price** R2,390 (excl. VAT)  
**Bookings** [events@nfold.com](mailto:events@nfold.com)



### 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.

## Why nFold?

nFold represents the bid best practices promoted by Tom Sant and 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 have co-founded the local chapter of the Association for Proposal Management Professionals ([www.apmp.org.za](http://www.apmp.org.za)) and run a series of specialist training interventions. nFold has qualified as a Technology Top 100 company since 2006. In 2006, we were also selected as a finalist for "The Most Innovative Company" by Forge Ahead. nFold is focused on proposal training, consulting and software services that increase our customer's deal capacity. We deliver words that win.



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**Accredited:** Association of Proposal Management Professionals  
**Distributor:** Qvidian Sales Effectiveness Software  
**Represents:** Tom Sant International Proposal Best Practice  
[www.apmp.org.za](http://www.apmp.org.za) [www.qvidian.com](http://www.qvidian.com)

nFold (Pty) Ltd Reg#: 2001/024185/07 VAT#:4960199737 Directors: S Pullinger, T Monoyoudis

# nFold Workshop

## Booking Form

<b>Course Type</b>	Persuasive Proposals Workshop	<b>Duration</b>	1 full day
<b>Dates for 2012</b>	1 February	4 July	<b>Cost</b>
	7 March	1 August	
	4 April	5 September	<b>Venue</b>
	2 May	3 October	
	6 June	7 November	
<b>Trainer</b>	Shirley Moss	<b>RSVP</b>	events@nfold.com Fax: 011 486 0335



**Shirley Moss**, is APMP accredited and is an experienced trainer and facilitator in business soft skills and using the written language of success. Over the last 10 years, Shirley has trained and facilitated many workshops where she motivated and inspired individuals for change. She was involved with Management Development Programs for GIMT Business School for 9 years. Shirley is a Certified Business Professional, has a Service Desk Institute Instructor's certificate, and holds registered ETDP Seta Assessor accreditation.

### Booking Details

<b>Full Name</b> (to appear on invoice)			
<b>Designation</b>			
<b>Company Name</b> (to appear on invoice)			
<b>Company VAT Number</b>			
<b>Order Number</b> (optional)			
<b>Postal Address</b>			
<b>Email Address</b>			
<b>Phone Number</b>			
<b>Cell Number</b>			
<b>Date of Workshop</b>			
<b>Delegate Name</b> (to appear on certificate)	<b>Job Title</b>	<b>Cell Phone Number</b>	<b>Email Address</b>

### Order

No. of delegates	R Price per delegate	R Subtotal	R VAT	R Total
	R2,390.00		+	=

#### Bank Details:

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

#### Terms and Conditions:

- RSVP and payment at least 1 week prior to event. Payment secures booking.
- Cancellations must be made in writing.
- Non-arrivals, cancellations and postponements 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.
- This workshop is © nFold (Pty) Ltd.



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