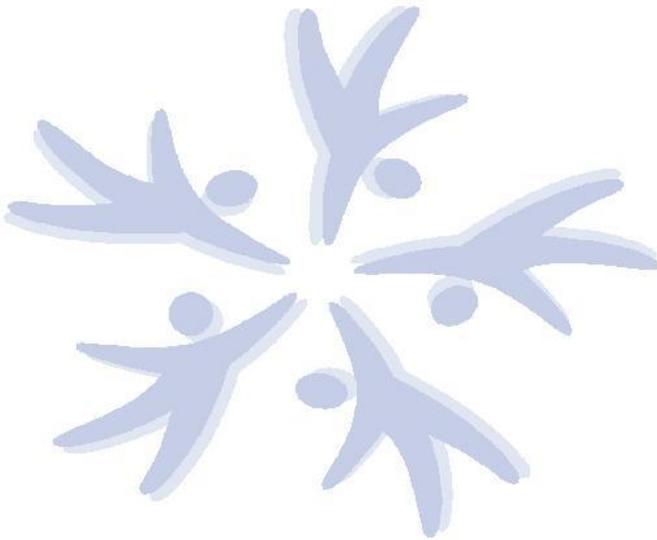


**Write Better** using Tom Sant Methods

**Writing & Proposal Skills Training Portfolio**



**Uplift your Skills with our Training**



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## 1 Executive Overview

### Write Better

#### The Problem

Although English is the language used for business communication, it's not the first language of many South Africans. **Most business writing lacks impact.**

Sales people are expected to know how to write proposals, but no one teaches them the science of proposal writing. Without a compelling proposal, **you lose the competitive edge.**

Complex proposals and tenders require a team based approach. Without a good process, your **win rates may be low.**

You may already have proposal experience, but you **plan to improve quality.**

#### Your Goals

By teaching business people to write better, you gain many advantages such as:

- ✓ **Employees will be more effective** because they will get the results they want from their emails, reports or business documents
- ✓ You **gain market share** if the quality of your proposals and bids is better than your competitors so that your customers pick you rather than them.
- ✓ Your **profits will increase** when your proposals and bids win you more profitable business more consistently.
- ✓ You can **reach new heights** by improving the knowledge, skills and certification levels in your team.

#### Our Solution

nFold offers training to grow a wide range of useful skills.



#### Our Edge

Unlike other business writing and proposal skills trainers, nFold represents international best practice methods and uses certified trainers. Your people learn **proven methods** and apply what they learn from our trainers to **change bad habits quickly**. Get the **global recognition** you deserve. nFold has pioneered proposal solutions in South Africa since 2001. You can rely on our experience.



## 2 Courses Offered

### Workshops

nFold has trained more than 1,500 people in more than 180 public and onsite courses since 2008. We teach the global best practice of Dr. Tom Sant, author of the world's most popular book on proposals.

- ✓ Every sales person needs to know how to **write proposals**.
- ✓ Proposal managers also need to know how to **manage complex bids**.
- ✓ Our Language of Success course teaches business people how to **write clearly** to get the results they want.



### Persuasive Proposals



Learn to win more profitable deals by writing better proposals. Believe it or not, there is a science of proposals. Try it and watch your win rates soar.

#### Topics - Persuasive Proposals

- 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
- Writing traps to avoid

### Winning Bids



Tired of spending late nights responding to tenders & RFP's and nagging your colleagues for last minute information, while your boss is breathing down your neck about why you're not winning more business? Learn to manage complex tenders and RFP responses.

#### Topics - Winning Bids

- Bid Process & Skills Needed
- Gap Analysis
- Writing to Win - Tips and techniques
- How to write a persuasive Executive Summary
- Live Bid Scenario – fun practice working with a team
- Feedback to Improve
- How you can produce persuasive results faster.



"I first encountered Tom Sant's proposal best practice in 2007 when I attended a workshop presented by nFold. I learnt a number of things but most useful was the persuasive structure. This was invaluable knowledge that I have applied to my work in proposals and bids. Tom's internationally recognised proposal best practice is now being used by PWC and I recommend that anyone involved in selling and writing proposals should read his books and attend nFold's training."

*Scylla Gardiner, Bid Manager, PriceWaterhouseCoopers*

## Language of Success



Language is the medium of business. To be successful, we need to communicate effectively in writing. That's true whether we are providing instructions to our colleagues, communicating with our customers, or advising direct reports.

### Language of Success Topics

We must be able to deliver clear, accurate messages that inform, persuade and motivate. Unfortunately, people lapse into habits that interfere with their ability to communicate. The Language of Success shows delegates how to avoid these mistakes, and to write lucid, concise, and accurate e-mails, letters, performance appraisals, and presentations. Now anyone can master the lost art of clear writing and:

- eliminate ambiguities, jargon and grandiose claims
- master proper paragraph structure so the message doesn't get muddled
- avoid wishy-washy or misleading terms like "world class" or "state of the art"
- write clear concise sentences that follow the "first time right rule"
- use e-mail professionally and efficiently
- create career-enhancing reports

By growing the skills of your proposal champions, you can reach new heights.

- ✓ **Executive Summaries** – The first pages of any proposal are the most important. We teach you how to make a compelling business case using the persuasive structure.
- ✓ **Win Strategies and Themes** – Knowing your competitors and what makes your offer unique from the customer's perspective will help you to define strong strategies.
- ✓ **Storyboards and Stories** – Storyboards are planning tools that help you develop a winning proposal faster. Using stories in your proposals helps your customer to remember and recommend your solution.
- ✓ **Quantify the Payback / Sell the Value** – Customers want to know that the value of your solution exceeds that of your competitor. They also want to see that the payback exceeds the cost. We look at ways to show value and quantify payback.



### Executive Summaries



Contrary to its name, an exec summary should present a business case rather than a summary of your proposal.

In a four hour workshop, your team will practice creating a better business case.

#### Topics – Executive Summaries

- Using the persuasive structure
- Making your proposal easier to read
- What should be in the ideal executive summary?
- Pull the messages together to make it work.

### Win Strategies and Themes



Learn the key elements of a winning proposal strategy and use tools that help you to define one.

In a four hour workshop, your team will create real win strategies and themes.

- Elements of a win strategy and a win theme
- Applying this knowledge to real opportunities

## Storyboards and Stories



Storyboards are planning tools that help you develop a winning proposal faster. Using stories in your proposals helps your customer to remember and recommend your solution.

In a four hour workshop, your team will work on stories that sell.

- Defining storyboards, outlines and pink team reviews
- The power of story and some typical proposal story lines
- Workshop an existing proposal to improve the story and the impact

## Quantify the Payback / Sell the Value



Customers want to know that the value of your solution exceeds that of your competitor. They also want to see that the payback exceeds the cost. We look at ways to show value and quantify payback in proposals.

In a four hour workshop, your team will create value propositions and quantify the payback.

- Ways to define the value proposition
- Case studies showing payback
- Apply this to several customer opportunities

Since 2010, Sandy Pullinger has led study groups towards APMP foundation level certification. In 2013, she became accredited as a trainer able to offer the foundation level exam locally, using training material approved by APMP.



### APMP Foundation Level Certification

When you achieve APMP Foundation Level Certification, you demonstrate to your peers, clients and organization that:

- You have knowledge of best practices for proposal and bid management.
- You are committed to your own professional development in the industry.
- You are prepared for extra responsibility and more complex assignments.
- You are positioned for the next level of Certification – APMP Practitioner Level.

APMP Foundation Level Certification is the starting point for professional growth and is aimed at people with one to three years of experience. APMP will verify with a reference of your choice that you have worked in a bid and proposals related environment for at least one year.

The Foundation exam tests your knowledge of proposal and bid management best practices. It is a one-hour multiple choice, pass-fail, open book exam with 75 questions. Candidates must answer 42 test questions correctly to pass. If you fail you may have to wait six months to register for and retake the exam.

nFold offers a two-day Foundation Training Course to help APMP members to prepare for the Foundation Level Exam. Delegates take the exam at the end of the day. nFold marks the exam on the day and will tell you if you pass/fail right away.

Before attending the course, nFold expects that delegates are already familiar with the contents of the APMP exam syllabus and have already studied for the exam.

## 3 Experienced Trainers

### Satisfied Delegates

Our goal is satisfied delegates. Since 2008, 97% of delegates rated our training as good or excellent, so our satisfaction levels are very high.

#### Past delegates said...

*"I now understand what we're missing in our proposals."*

*"Tender 101, everything I learnt was important."*

*"Learnt more effective titles; correct language – simpler/clearer; eliminate jargon."*

*"This was an awesome course."*

These are the trainers nFold currently has available. All trainers are familiar with the material for all nFold's courses and have experience teaching the courses.



Sandy Pullinger has been writing proposals since 1992, consulting in the field since 2001 and has trained over 500 people in the science of writing winning sales proposals. She was elected the first chairperson of the South African chapter of the Association of Proposal Management Professionals (APMP), and in 2013 became the first African to serve on the global board. In 2012, Sandy became the 2nd person in South Africa to achieve professional level international certification from the APMP. In 2013, she became a certified trainer for APMP Foundation Level.



Annatjie Jonker has over 25 years' experience in corporate business as a senior executive in sales, bid management and marketing functions. As a certified personal and business coach, she is passionate about the career and personal development aspects of people in the sales and proposal profession. Annatjie specializes in sales team development, sales processes, sales consulting, training, and proposal & bid management. Annatjie holds Foundation level international certification from the Association of Proposal Management Professionals.

## 4 Course Fees

### Invest in Success

For **onsite training**, we charge R29,348 for up to 12 delegates per one-day workshop or R18,387 for a half-day master class. Customization costs R8,800 per day of work.

**Certification training** for more than 8 APMP members is R9,550 per member for a public session or R8,520 for an inhouse session, subject to exchange rate fluctuations. Pricing excludes hard copies of study materials, R1,455 while stocks last. Membership costs R1,350. For fewer than 8 delegates, nFold may charge a trainer fee.

**Payment Terms:** Prices are in Rand and exclude 14% VAT. Prices are subject to change. Invoices are payable strictly within 14 days of receipt. Interest may be charged at prime rates published by FNB for outstanding amounts, as from the date payment is due.

**Public Training:** Payment terms for training are 100% in advance. Invoices for training services must be paid prior to commencement of the training course. Cancellations for training received less than 1 week prior to the training date will be liable for 100% of the training fee. Those who confirm attendance but do not arrive for training will also be liable for the full fee. nFold reserves the right to cancel or postpone training. Payments will be refunded if it becomes necessary to cancel.

**Onsite Training:** We assume you provide the venue and do catering. Prices include training material and attendance certificate to be provided by nFold. Travel and incidental expenses may be charged to the customer with prior written approval. Requests by either party to cancel or postpone training must be made in writing with a reason for the change.

**Travel and Incidental Expenses:** nFold does not normally charge for local travel within 50km of our office, but may charge for reasonable travel and incidental expenses incurred, with prior written approval. nFold will provide supporting receipts where relevant.

"One of the things we did that brought about great positive impact was we attended nFold's Persuasive Proposals training. **This workshop was a revelation** in many ways and since we implemented what we learned there, we've **improved our closing rate by up to 75%**. Our monthly revenue has doubled within the last few months."

*KK Diaz, Entrepreneur and Head of Rekopane.Biz*

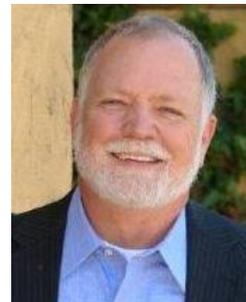


## 5 Company Profile

### Credible Specialists

#### Tom Sant Methodology

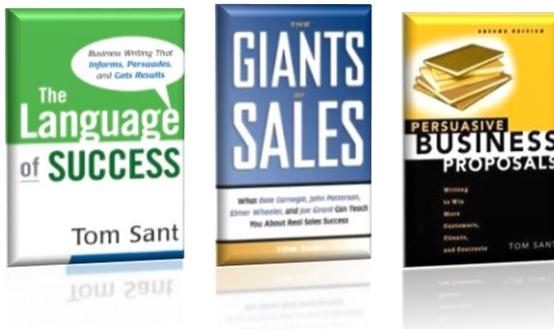
Named one of the Top Ten Sales Trainers in the World by Selling Power Magazine, Dr. Tom Sant is a world-recognized expert in effective selling and persuasive communication. Tom is the author of *Persuasive Business Proposals*, *The Language of Success* and *The Giants of Sales: Four Ideas that Revolutionized Professional Sales in America*.



**Tom Sant**

Now in its third edition, *Persuasive Business Proposals* is the most widely read book on proposal writing and has been named one of the 30 best business books of the year. In the book, Tom introduces key concepts that have transformed sales proposals, such as the **Persuasive Paradigm**, a structural pattern that has increased client win ratios by more than 200%; a **process for communicating** in the customer's own language; **The PAR format**, a method for producing optimal impact with case studies; and many more. He was named the first-ever Fellow of the Association of Proposal Management Professionals (APMP) in recognition of his contributions in the field of proposal writing.

We incorporate Dr Tom Sant's proven bid management best practices and methodologies to help you in **gaining a competitive edge** and **getting the results you want**.



"In sales, the only opinion that really matters is the customer's. We may love our proposal, our boss may think it's terrific, but if the customer doesn't find it clear, compelling, and persuasive, it's a loser."

*Dr Tom Sant, Messages that Matter, Nov 2007*

#### Association of Proposal Management Professionals (APMP)

The Association of Proposal Management Professionals (APMP) was founded in 1989. It is an **international body** with more than 7,000 members.



APMP is the world authority for professionals dedicated to the process of winning business through proposals, bids, tenders and presentations. As co-founders of the local APMP chapter, nFold offers tender and proposal training and consulting based on world-class best practice, and we are building a **local community** of proposal professionals.

The APMP offers the world's first, best and only **Professional Certification Program** for those working in a bid and proposal environment. The Program uses a process of examination and competency-based assessment, which is consistent and measured against world best practice standards. Learn more here:

<http://www.apmp.org/?page=AccreditationProgram>



## Proposal Specialists

nFold ([www.nfold.com](http://www.nfold.com)) has a **proven track record** in pioneering proposal solutions since 2001.

As **exclusive distributors** for Qvidian ([www.qvidian.com](http://www.qvidian.com)), nFold represents the bid best practices promoted by Dr. Tom Sant ([www.tomsant.com](http://www.tomsant.com)). Author of 3 books, Tom is a world-renowned authority on persuasive communication.

Our trainers are **certified** by the Association of Proposal Management Professionals ([www.apmp.org](http://www.apmp.org)). This is the global standard of proposal best practice.

In 2010, nFold was named 'Partner of the Year' by global bid consultancy Strategic Proposals. For 4 years from 2006, nFold was named a Technology Top 100 company by Da Vinci.

Our MD, Sandy Pullinger, was voted the first chairperson of the local chapter of the APMP. In 2012 she became the second person in South Africa to achieve international APMP professional level certification. In 2013 she became an accredited trainer for APMP foundation level certification, under the banner of Strategic Proposals, an accredited training organisation for the APMP.

**nFold is focused on proposal training, consulting and software services that increase the deal capacity of our customers. We deliver words that win.**

"If you want to win more deals more consistently, you've got to consider nFold's proposal software, training and writing services."

*Jacques de Villiers, **The Business Generator***

