

# VALUE THAT SELLS

How to create an executive summary that wins



The executive summary is the most read and probably the most important part of your submission. Decision-makers are busy people. The first pages of your proposal must demonstrate why they should choose you versus the competition.

It is far more than an abstract which merely represents the rest of the document. It is your unique opportunity to convince the reader that your solution provides the best value proposition.

Learn how to:

- develop a winning strategy
- articulate your value proposition
- structure and write a persuasive executive summary

First impressions count, are you making the most of yours?



31 August 2022 | 09h00 – 17h00 | R2 950 excluding VAT | Hybrid  
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