

Sales & Customer Care Effectiveness	
Session Code	SC09
Session Title	Writing Sales Proposals
Topics Covered	Using all necessary sales qualification components in proposals or email
Delivery	Half Day (4 Hours) - tutor led f2f or online sessions
Minimum - Maximum Number of Delegates	1-10
Who will benefit?	Sales managers, sales representatives, marketing, pre-and post-sales personnel

<p>Content</p> <ul style="list-style-type: none"> ▪ Writing an after-meeting sales proposal to a potential sponsor ▪ Writing a proposal to a decision maker ▪ Using a draft implementation 'evaluation' plan 	<p>Benefits</p> <ul style="list-style-type: none"> ▪ Pay attention to the customers critical business issues ▪ Restate the buyer's vision ▪ Understand the decision-making process ▪ Secure access to the decision maker(s) ▪ State your capabilities ▪ Draft a proposed evaluation plan
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