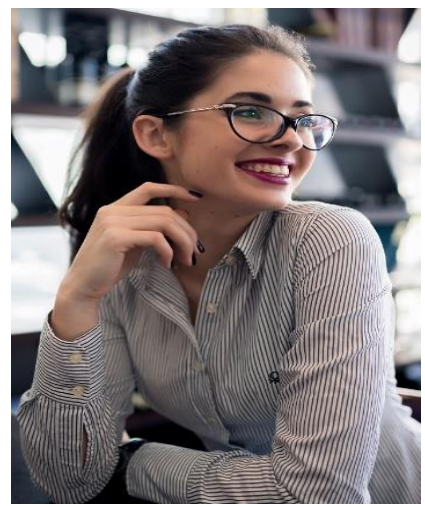


How to Manage and Write Winning Proposals

Preparing Compliant, Client-focused and Thoughtful Proposal



Course Overview

In many ways, consulting firms' as well as nonprofit organizations' financial sustainability and performance in the marketplace will be a direct result of how effectively they choose to manage and develop knowledge-based successful proposal strategies. These, in return, contribute to win government, Private-Sector, and International Contract and / or awards and enhance levels of revenue.

The course provides effective, field-tested guidance and structured processes to plan, organize, manage, and develop effective, highly competitive responses to requests for proposals (RFPs) or requests for applications (RFAs). It will support you to reduce rework, develop client-centered, benefits-focused and requirements-driven proposal.

Learning Outcomes

- Learn how to prepare a persuasive winning proposal
- Know how to bring logic and structure to your proposal and improve the writing process
- Understand how to develop a story-to-tell benefits-based proposal sections
- Increased understanding of what each proposal section should include to meet most common evaluation factors

Who should attend?

Proposals managers, proposal writers, proposal coordinators, client account managers, capture managers, business developers, entrepreneurs, fundraisers, marketers among others

TRAINING AGENDA

Day 1: Proposal management process and winning themes

Day 2: RFP Analysis and decoding

Day 3: Proposal outline and compliance matrix development

Day 4: Convincing and persuasive writing

Day 5: Solutions Development Tools

Day 6: Customer understanding and technical approach

Day 7: Work plan and executive summary

Day 8: Most common evaluation criteria

Essential Information

“Proposals are, first and foremost, knowledge products that include a host of marketing, technical, programmatic, institutional, pricing, and certification information.”

Meet Our Trainer

Alaa Shaheen has 25 years of experience in business development, proposal development and marketing working for international private consulting firms as well as international nonprofit organizations. He has developed several winning proposals for projects funded by USAID, EU and the World Bank as well as for private sector firms such as General Electric, Pfizer and Thomas Reuters among others.

Engineer Alaa teaches at the American University in Cairo and the German Institute for Academic Exchange DAAD. Engineer Alaa has a M.Sc. in Construction Management from Brighton University, United Kingdom and a B.Sc. in Construction Engineering from the American University in Cairo.



What is the Course Format?

- The course is a foundation to an intermediate level.
- The course will be delivered over 5 weeks. Four weeks with live sessions and one-week break in between to allow participants to complete activities and catch up with readings.
- The course will include Eight interactive live session, each lasts 90 minutes. Sessions start from 6:00 pm to 7:30 pm Cairo, Egypt time
- Participants will
 - Have access to course presentations, self-paced individual exercise as well as recommended readings and resources
 - Have the opportunity to interact with other participants through the live sessions
 - Get feedback on individual assignment
- Presentations, materials and training will be delivered in English
- On average, we estimate participants should set aside 4-6 hours per week to complete this course.

Duration and Fees

1500 EGP | 95 US\$ (excluding taxes)

What are the IT Requirements?

- You will need a laptop and ideally also a headset, as well as access to broadband internet.
- You will need to be able to download software (Zoom) to access the live sessions.
- If you have any doubt about these requirements, please do get in touch.