



Module 2: The Simplest Ways to Make the Best of Proposal Writing (January 20, 2016, at 1 p.m. ET)

Instructor: Matthew Handal, Manager - Business Development, Trauner Consulting Services, Inc.

Do you wake up in the morning with a smile because today is the day you get to write a proposal? If you answered no, that's because you are normal. Many people find proposal writing difficult, tiresome, frustrating, or even annoying. But it doesn't have to be. Instead of focusing on the little details (like capitalization and comma placement), this session will zero in on the big wins. You'll learn tricks, formulas, and tactics that will make creating a winning proposal far easier and less time consuming. By the end, you'll know how to easily craft compelling copy that your clients' eyes will be glued to.

Learning Objectives

During the session, participants will learn how to:

- Use the KLT Sales Hook to write a compelling firm profile
- Get the right message across in your cover letter
- Write a technical approach that actually contains an approach
- Craft narratives for your project experience and résumés

About the Instructor

Matthew Handal, Manager - Business Development, Trauner Consulting Services, Inc.

Matt Handal was a marketer submitting boilerplate proposals and materials that were indistinguishable from his competitors. He had no idea how to convince new clients to buy his firm's services. And worst of all, nobody would listen to him. One day, he stumbled upon some academic research on how people really make decisions. Since then, he has helped his firm win new assignments, convinced government clients to give his firm sole source contracts, written one of the most popular books about proposal writing, and flown across the country to teach clients how to apply Mind Marketing to their business.



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