

*Develop stand-out proposals for superior RFP recognition*

# Proposal Writing Excellence

- Gain competitive advantage in the Government marketplace
- Develop proposal marketing excellence
- Refined strategic partnerships
- Gain Government market insight and better know your customer
- How to speak directly to the purchasing decision maker

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# Proposal Writing Excellence

## Proposal Writing Excellence

*Develop stand-out proposals for superior RFP recognition*

Competition for Federal, State and Local business is as strong as ever. For many companies in industries hit especially hard by the down economy, Federal stimulus projects are critical for survival. Organizations need to first identify the request for proposal (RFP) then develop a solution that aligns with the competencies of them and their partners. Once that has been achieved, it is critical that the solution is presented with a well developed proposal.

With so much competition, organizations across all industries are taking extra special care in producing the most thorough and readable proposals in order to stand out among the crowd. To gain superior RFP recognition, the proposal should be a reader-friendly document that clearly articulates who the firm and its partners are, how they will execute the task and a thorough cost breakdown.

**Proposal Writing Excellence** offers managers and sales people useful instruction on how to succeed in the competitive government market. By providing a series of guidelines and strategies for superior proposal writing, this course will train organizations how to develop competitive advantage in the government marketplace. This program includes:

- Understanding the proposal reader and developing a more enticing proposal
- Learn the key elements of a thorough proposal
- Avoiding proposal pitfalls
- Tactics for partnerships and teaming in proposal writing
- Creating the most effective package for competitive advantage

This course is recommended for managers, sales people and other key staff who are involved in securing government contracts. Executives and managers from across functional areas will benefit from learning not only how to better succeed in winning contracts through superior proposal writing.

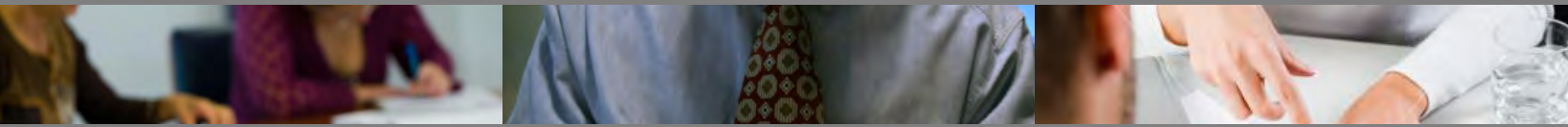
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# Proposal Writing

**Gateway Management** offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

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### Fees:

- Online:** \$ 299
- Additional Attendee(s): \$ 99/ea.
- DVD:** \$ 399
- LMS:** \$ 999

Please call to inquire about LMS or Intranet licensing, or email Josh Powell at [jpowell@gmi-solutions.com](mailto:jpowell@gmi-solutions.com).

This course is also available for use on **smart phones** and **handheld** devices. Please inquire for more information.

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