

*Business Winning Webinar:*

# Your proposal is not a story (and 10 tips for telling effective proposal stories!)

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# Introductions

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# Introductions

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# Agenda

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- A conversation about proposal stories
- 10 proposal story tips
- Q&A



# A conversation about proposal stories

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# 10 proposal story tips

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1. Identify customer hot buttons
2. Map the message
3. Mine for experiences: corporate
4. Mine for experiences: employees
5. Highlight the struggle, but...
6. Don't make yourself the hero
7. Avoid irrelevant details, but...
8. Provide enough detailed proof
9. Show both relevancy and usefulness
10. Substantiate with customer kudos



# Learn Proposal Writing

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**Nov. 3-5, 2020 SOLD OUT –  
Registration opening soon for  
February 9-11, 2021 and  
April 13-15, 2021 classes**

## ***LIVE ONLINE – Modern Proposal Writing for Federal Contractors / Nov. 3-5, 2020 (~4 hours per day over 3 days)***

Learn how to modernize your proposal writing, resulting in improved proposal quality and increased win rates.

Lisa Pafe will explain what constitutes a great proposal as well as how to plan and write compelling proposals to efficiently increase proposal evaluation scores.

Class exercises allow students to practice these skills with instructor feedback.



# Questions?

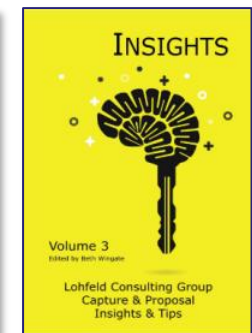
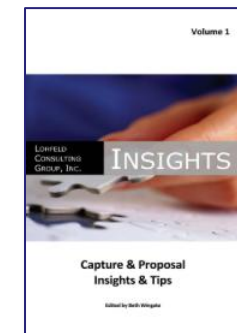
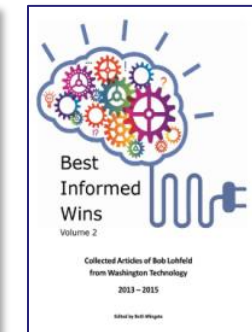
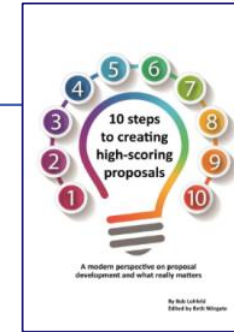
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# Final thoughts...

- Lohfeld Consulting Group provides
  - Proposal management, writing, and review
  - Capture management
  - Orals support and coaching
  - Capture and proposal process consulting
  - Training and professional certifications
- Visit [www.LohfeldConsulting.com](http://www.LohfeldConsulting.com) to sign up for
  - Capture and Proposal Tips eBrief
  - Business Winning Webinars
  - Blog posts
  - White papers and articles
  - Training information



[Available on Amazon.com](http://Amazon.com)

# Join the discussion...

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