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*INCREASING PRODUCTIVITY
THROUGH EFFECTIVE COMMUNICATION*

PERSUASIVE PROPOSALS THAT WIN BIG CONTRACTS: NINE COMMON MISTAKES THAT MAY COST YOU MEGA-MONEY

Feeling like David against Goliath when competing against industry giants? This session will pinpoint nine common proposal mistakes and identify the subtle messages that decision makers “read between the lines” when deciding who wins the work.

Never write a proposal unless the payoff promises to be sure and significant. But how do you do that? This session focuses on strategies to differentiate your product or service, avoid common proposal mistakes, and write executive summaries that sizzle—and avoid those that fizzle.

Audiences will learn to—

- Identify and avoid nine common proposal mistakes
- Write executive summaries that sizzle
- Develop a strategy to differentiate themselves from competitors
- Identify key elements of winning proposals

Alternate Title:

Developing Winning Proposals

Supplementary Materials to Reinforce Learning:

Book: *From Contact to Contract: 496 Proven Sales Tips to Generate More Leads, Close More Deals, Exceed Your Goals, and Make More Money* (Kaplan Publishing)

A nationally recognized business communication expert, Dianna is the author of more than 40 books, including more than 20 on communication topics (Simon & Schuster/Pocket Books, Random House/Ballantine, Warner, McGraw-Hill). Her work has been excerpted, reviewed, and featured in media such as Good Morning America, *The Wall Street Journal*, *The New York Times*, CNN, CNBC, *USA Today*, *Forbes*, National Public Radio, *Bloomberg*, *Boardroom Reports*, *Investors Business Daily*, Fox Family Network, *Washington Post*, *New York Newsday*, *Los Angeles Times*, *Chicago Tribune*, *Success*, and *Entrepreneur*, among other national radio, TV, and newspapers. Britannica, Nightingale-Conant, Thomson Corporation, American Media, and InterCom also have produced video, audio, and software series based on several of her business titles.



“...no one had been able to address our special writing concerns, but you accomplished this with a professional yet lively and unintimidating approach....You have made an outstanding impression.”

—*Candace Wimer, West Area Field Development, Southern Sales Region, Hewlett Packard*

“...I knew you would be a hit. Your energy level is amazing, your humorous style is entertaining, and your on-target examples help your audience relate to your topic. As I told the group in my introduction, I always feel that you are talking just to me, despite the hundreds of other people in the room.” —
Pat Sweeden, Training Manager, Maybelline

“I’m still hearing favorable comments from our managers about the writing program you conducted for us recently. The results are amazing.” —*Harold F. McElraft, Executive Vice President, Templeton Mutual Funds*

