

Why attend the Seminar?

Executive summaries are key elements of your business development documents, often the only part decision-makers will read. Learn to write them quickly and effectively in this fast-paced workshop. Whether you sell to governments or other businesses, offer products or services, work for a large, established organization or a small startup, Winning Executive Summaries will give you knowledge and tools to enhance your performance.

Target Group

This workshop aimed at all persons directly or indirectly involved in the preparation and peer reviewing of executive summaries – the key elements of complex proposals: proposal/bid manager, account manager, sales support, customer project management etc.

Topics

- Principles of customer focus
- Uses of executive summaries
- Planning
- Organizing
- Writing
- Examining for customer focus and effectiveness
- Revising to be clear, concise, and correct

Requirements

Basic knowledge of sales, marketing, product management and/or contract management

Duration

1 day (5 hours incl. breaks)

Number of Participants

max. 10

Learning Goals

Completing this seminar enables the participant to:

- Create a complex executive summary
- Use customized tools for planning
- Writing with great efficiency

Winning Executive Summaries is a hands-on, skill-building session.

Methodology

This workshop is packed with examples and tips on how to craft a hard-hitting executive summary organised around your customer's most important issues – the hot buttons.

Through lecture, discussion and practical exercises, you'll be guided to actually create a complete executive summary.