



## Writing Proposals Based on the Customer Instead of Yourself

### WHEN:

October 25 & 26  
9am-4:30pm

### WHERE:

Michigan Works!  
1209 S. Garfield Ave.,  
Traverse City, MI  
&

Michigan Works!  
1498 O'Dovero Drive,  
Marquette, MI

- Do you struggle with proposal writing?
- Have your competitors out-proposed you?
- Are you maximizing return on investment?

Carl Dickson from CapturePlanning.com and PropLIBRARY will be our presenter for 2 full-days of training. CapturePlanning.com was founded by Carl Dickson over 15 years ago and since then it has provided inspiration and guidance to millions of professionals.

This training is taking place at the South Central Michigan PTAC and will be live streamed to participating PTACs. Join us in Traverse City or Marquette for this valuable training!

### This seminar will cover these topics and more:

- Day 1 - This course covers building proposal based on an RFP compliance matrix and proposal writing from the customer's perspective.
- Day 2 AM - This course will consist of 3-4 exercises that participants will complete in class. These will be displayed for comparison and contrast so that students can learn different approaches to solving the same problems.
- Day 2 PM - Maximizing Return on Investment, from Lead Pursuit to Proposal Submission. This course will cover understanding how to allocate resources against your lead pipeline in a deliberate, mathematical way. It will enable participants to make evidence based decisions regarding resource allocation. It will also show participants the critical importance of win rate to a company's finances. For example, at a 25% win rate, a 10% increase in win rate can be the mathematical equivalent of a 40% increase in leads. Investing in increasing a company's win rate can be even more important than investing in sales.

Feel free to take part in any or all courses at no cost!

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Learn More about the PTAC

