



## Seal the deal workshop: How to write persuasive business proposals to win work

Business proposals can take many forms - from a quick email outlining an idea to a detailed project quotation or a formal request for proposal response.

To improve your skills preparing proposals, Heather Carine will present a half day workshop sharing her valuable tips on the art of writing, or pitching, persuasive business proposals to win work.

New and experienced IIPs will gain practical tips and ideas on how to:

- o understand the needs of your prospective client
- o develop a logical and strong plan for your proposal
- o write a persuasive proposal that leads your client to buy your services.

Heather will also cover tips on responding to formal requests for proposals.

### Workshop presenter - Heather Carine

Heather Carine is an experienced proposal writer and business researcher.

She has over ten years experience writing brief proposals, for winning short term research projects through to multi million dollar contracts for professional services.

Heather writes a monthly newsletter on Business Research Tips on practical ideas for managing business information to win work. She is the 2008 winner of the AIIP Connections Writer's Award for her article on opportunities in a changing world.

In 2009, Heather was appointed Editor of AIIP Connections. Heather is based in Adelaide, South Australia and online at [www.carineresearch.com.au](http://www.carineresearch.com.au).

### Date

Wednesday, April 28, 2010  
1.00 – 5.00 pm

### Venue

Hilton Garden Inn  
1100 Carnegie Avenue  
Cleveland, Ohio 44115.

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### Registration details

Name:		
Company:		
Address:		
City:	State:	ZIP / Postcode:
Country:		
Phone		
Email		

Your privacy is respected: personal details will not be sold or shared with a third party.

### Registration fee

- \$US 170      Discounted registration for AIIP members  
 \$US 220      Standard registration fee

### Payment options

<input type="checkbox"/> Paypal	Invoice to be issued via Paypal. Can be paid via Paypal or credit card. Do not need to be registered with Paypal.
<input type="checkbox"/> Electronic Transfer	Account name      Heather Carine Bank                Australia and New Zealand Banking Group Limited (ANZ) Branch No. (BSB)    015-025 Account No.        5584-47266

Upon receipt of your payment this registration form becomes a valid tax invoice.  
ABN 26 780 424 871

### Cancellations

A refund (less 10% administration fee) for cancellations received fourteen days prior to the workshop.

No credit will be given for registrants who do not show up to the workshop for which they were scheduled.

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