



## **Workshop on Proposal Writing**

***A winning Proposal is the key to starting a business!***

### **Background:**

Clear, well-planned and crafted proposals get better results. In many ways they also communicate the strengths of the enterprise, not only in the words chosen, but the very structure and organization of the document. Whether you are trying to respond to a business opportunity, communicate progress on an important project or share your ideas with others, the structure, style and expression of your proposal can be a major factor in achieving your goals.

### **Benefits:**

- Enhanced skills in creating clear, concise and high-impact proposals
- More effective use of language and grammatical structure
- Improved success rate in winning approvals with donors and fund providers
- the ability to prepare proposals that more clearly describe the needed information for updating progress, achieving project goals and capitalizing opportunities
- Better results and goal attainment inside and outside the organization

### **Who should attend?**

Anyone who wants to develop or improve their Proposal Writing skills

### **Course contents:**

This course will help you to:

- Identify the value of different types proposals, and explore common problems found with them
- Identify the prime objectives and outcomes of your proposal
- Analyze your intended audience in terms of knowledge, needs and attitudes
- Map out preliminary content, and identify and develop solutions for obstacles



- Structure the opening, body and summary of your proposal
- Illustrate data, statistics and information
- Use effective grammatical structure and write in a clear, concise manner
- Differentiate between fact and opinion
- Edit your documents using an editing checklist
- Properly package your proposal

**Trainer:**

ABCD Consultants is proud to have qualified trainers on its team who can ensure your success using their skills and knowledge as well as the well equipped training environment and materials. The trainer assigned to this training is an MBA holder with extensive experience in conducting and managing training workshops on Business Writing and several other subjects in the field of management.

**Fee:**

Training fee is AFN 20,000/- for a five day workshop which includes training material, certificate, lunch and refreshment.

**Approach:**

The Proposal Writing course is available for fee based participants at ABCD Consultants training center or at your offices in any location in Afghanistan. We usually recommend a five day course but can also offer a more flexible format to suit your schedule.

For more information about ABCD Consultants' training programs:

[sales@abcd.af](mailto:sales@abcd.af)

or call 0771696052