

# The Winning Proposals Masterclass

Looking for fresh ideas to inject new life into your proposal process? Interested in training that draws on purchasers' evaluation techniques, not just on business developers' views? Bored of the same old proposal training?

In our acclaimed Winning Proposals Masterclass, participants learn to produce proposals that impress your customers, differentiate you from the competition and maximise your scores in the buyers' evaluation process. We offer one and two day versions of the event, tailored to your specific needs.

The course uses innovative case study material as well as real-life examples derived from your own recent proposals. It explores best practice techniques proven to increase win rates, improve efficiency and manage risk. We will bring about a step-change improvement to skills, attitudes and behaviours.

Highly commended by proposal teams, sales teams and content contributors worldwide, the Masterclass attracts consistently outstanding feedback and results.

Talk to us now about how we can help you to capture your must-win deals.

- Recent participant comments:

"So much relevant information, easy to learn in such a short time. Excellent!"

"One of the best training courses I have ever attended."

"I was amazed how much I learned... excellent!"

"Presented extremely well. Kept attention at all times, very interesting and would apply to real life experiences."

"Found it very useful to critique our own proposals and not just information that was 'made up' for the course."

- Average participant feedback score over 90%

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