

PHILIP VASSALLO, Ed.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Proposal Writing

- Audience** Managerial and sales staff responsible for writing proposals and white papers for internal or external audiences
- Duration** Two days
- Description** This fast-paced workshop gives participants a chance to write several brief customer-oriented proposals and receive feedback in small group and whole class discussions. Included are exercises for probing clients and for following up on proposals to increase their chances for acceptance.
- Scope**
- Practice transforming proprietary data to meet customers' needs
 - Establish a clear narrative line that engages the reader
 - Adapt your style to the client's culture
 - Detect rhetorical flaws that compromise your credibility
 - Edit for precision, clarity, and conciseness
 - Receive individual, confidential feedback of writing strengths and challenges
- Format** This course can be delivered in a paper or computer-assisted format.
- Materials**
- *Proposal Writing* course manual
 - *The Art of On-the-Job Writing* by Philip Vassallo
- Enrollment** Limited to 12 participants
- Consultant** Philip Vassallo, Ed.D.
- Assessment** Pre-course customized *4S Writing* assessments of participant-submitted samples (add one-half consulting day)