

## Course Outline

Proposal, Report & Business Writing	Content
<p>Every Manager and Account Executive has to write reports or proposals as a regular part of their job: reports to the board, monthly progress reports, research reports, proposals to clients – the list goes on.</p> <p>They are a standard management and sales tool, without which it would be impossible to be function efficiently. Despite this, most of us are never formally taught how to write them.</p> <p>Once you learn the skills of professional report and proposal writing as covered in this course, you are far more likely to get the results you want. You will instantly increase your chances of winning a major account or convincing the board to accept your proposals.</p> <p><b>Who will benefit?</b></p> <p>Account Executives, Managers and those who contribute or need to write reports and/or business proposals on a regular basis.</p>	<ul style="list-style-type: none"> <li>• Be able to prepare, write and edit a report/proposal well</li> <li>• Clarifying the reader’s needs, and what you want them to know/do/feel</li> <li>• Making life easy for the reader by using a clear and logical structure</li> <li>• How to structure a proposal/presentation</li> <li>• How to structure and research formal reports</li> <li>• The use of “plain English”</li> <li>• Editing your report for accuracy and clarity</li> <li>• Making all your written output look inviting to read</li> </ul>