

Proposals that Win

Presenter: Tim Phelan

Date: September 12, 2023

Time: 9:00-12:00pm

Price: \$359.00

Quality proposal submissions can be the difference between landing great projects and getting left behind. This course will review the fundamentals of creating winning Engineering firm proposals along with helpful tips and tricks to improve your proposal win-rate. Led by experienced architectural proposal writer Tim Phelan, this workshop will highlight how professional services firms can consistently produce winning proposals that leave a strong impression.

Learning objectives

- Review the characteristics of winning proposals
- Understand the common pitfalls of proposal submissions
- Develop a Go – No – Go process
- Create a winning proposal process
- Reading between the lines: Adding value by focusing on benefits
- The importance of consistency and clarity in proposal responses

Speaker's Bio:

Tim Phelan is an experienced marketing communications professional with over 14 years of professional experience across a variety of industries. His experience includes more than seven years as director of marketing for Number TEN Architectural Group, where he led over 200 proposal submissions and helped improve the firm's proposal win rate by over 300 percent. During his tenure at Number TEN, he also helped the firm transition into one of Canada's Best Managed Companies. Tim has also worked with Stantec and most recently LM Architectural group as an independent marketing consultant.

A passionate communicator and experienced facilitator, Tim enjoys sharing the many industry insights he has learned in his career and loves helping others excel in the world of marketing communications. He has worked together with numerous engineering firms in joint proposal submissions and understands how to best help them win more work through clear and impactful brand messaging.



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