



MARKETING
INSTITUTE OF
SINGAPORE

BUSINESS MANAGEMENT WORKFORCE
SKILLS QUALIFICATIONS (WSQ)

Date:
12–13 Mar 2012
14–15 May 2012

Course Fee:
S\$800.00

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Writing Effective Proposals

Why You Should Attend This Course:

This course is a step-by-step approach to showing you how to write a proposal that will impress your boss, peers or even customers and get them to say “yes” to your ideas. Being able to write effectively will give you an advantage whether you are in Sales, Operation or a support Function of your company.

The first key to crafting “win-win” proposals is to know your audience. If you know who you are writing for, you can write in a way that will appeal to both their hearts and minds.

The second key is to put across your ideas as simply as you can. Good communication does not use “bombastic” words – only effective ones.

The steps are simple – what’s the objective for the proposal, learn as much as you can about how the proposal will benefit your “customer”, and then set to put it on paper.

Writing Effective Proposals is a national competency unit from the Business Management (BM) Workforce Skills Qualifications (WSQ) that cuts across all functions of any business or organisation. It is suitable for any level 3 executive who face external customers as well as those who need to persuade internal customers such as bosses, peers and team-mates.

Learning Outcomes:

Upon completion, participants will be competent in identifying, gathering and collating information for proposals, as well as drafting and refining proposals. Competency elements covered in this unit includes:

- Identify proposal objectives based on understanding of customer needs
- Gather and collate information to support proposal development
- Draft proposal in accordance with proposal outline
- Refine proposal in consultation with relevant stakeholders

Course Outline:

Overview of course

- Course Administration
- Give a brief description of competency unit and performance statements
- Explain course components and course objectives
- Explain assessment requirements

Identify proposal objectives based on understanding of client needs

- Clarifying Ambiguities
- Understanding Context
- Case Study: McDonald’s Opening in Singapore (Part 1)

Gather and collate information to support proposal development

- Market Segmentation – Understanding Individual Differences of Customers
- Interpreting Customer Needs
- Matching Value Proposition to Customer Needs
- Case Study: McDonald’s Opening in Singapore (Part 2)

Draft proposal in accordance with proposal outline

- Proposal Outline Framework
- Pros & Cons
- Financial Implications

Refine proposal in consultation with relevant stakeholders

- Story-telling
- Editing for 3S: Short, Simple & Succinct
- Review Outline structure & content



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Writing Effective Proposals

Who Can Benefit?

Level 3 executives with responsibility to write proposals for both an external and internal audience. External readers could be customers, suppliers, distributors, shareholders, government officials, competitors and any other stakeholder. Internal readers could include the writer's immediate supervisor, other senior executives, peers or colleagues in groups or teams.

Learning Methodology

Participants will be assessed after they have been taught a particular competency through case study, written assessment and oral interview. A Competent or Not Yet Competent assessment will be given at the end of each competency unit to confirm if participants have acquired the skills and knowledge of the subject.

Certification

Upon successful completion, participant will receive a Statement of Attainment (SOA) in BM WSQ Writing Effective Proposal.

Course Fee Support

SDF & Absentee Payroll +	SDF	Absentee Payroll
WSQ Certifiable Courses for PMET level	50% of course fee capped at \$15/hr	80% of hourly basic salary capped at \$4.50/hr

Workforce Training Support (WTS) ^	SDF	Absentee Payroll
Earning \$1,400 and below per month	95%	95%
Earning between \$1,401 to \$1,700 per month	90%	90%

+ For employer-sponsored Singaporeans and PRs only.

^ For employer-sponsored Singaporeans aged 35 years old & above. A copy of WTS / WIS notification letter and NRIC is to be submitted at point of registration.

Course Duration

2 Days (18 hour 5 min)

Day 1 – 8:30am–6:30pm

Day 2 – 8:30am–6:35pm

This course will be conducted by subject matter experts who are fully ACTA certified by WDA.

WSQ Level Guide:

WSQ Level	Typical Responsibilities	Job Roles
6	Directs business strategies and endorses policies and plans	Chief Executive Officer, Chief Finance Officer, Chief Communications Officer, Chief Operating Officer, Chief Audit Executive
5	Provides input to and coordinates with leaders at Level 6, develops business strategies and plans, reviews and evaluates plans	Finance Division Head, Human Resource Director, Marketing Director, Project Sponsor, Vice President, Licensing Head
4	Implements and monitors organisational programmes and recommends solutions	Sales Manager, Finance Manager, Project Manager, Assistant Manager, Relationship Manager, Programme Manager, Research & Development Engineer
3	Executes plans, policies and procedures, applies knowledge of concepts and provides feedback	Finance Executive, Analyst, Associate, Project Lead, Project Executive, Team Leads, Junior Relationship Manager, Patent Engineer, IP Administrative Officer

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REGISTRATION FORM



MARKETING
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SINGAPORE

EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Writing Effective Proposals <input type="checkbox"/> 12–13 Mar 2012 <input type="checkbox"/> 14–15 May 2012 (8.30am to 6.30pm) S\$800 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding and Absentee Payroll Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

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