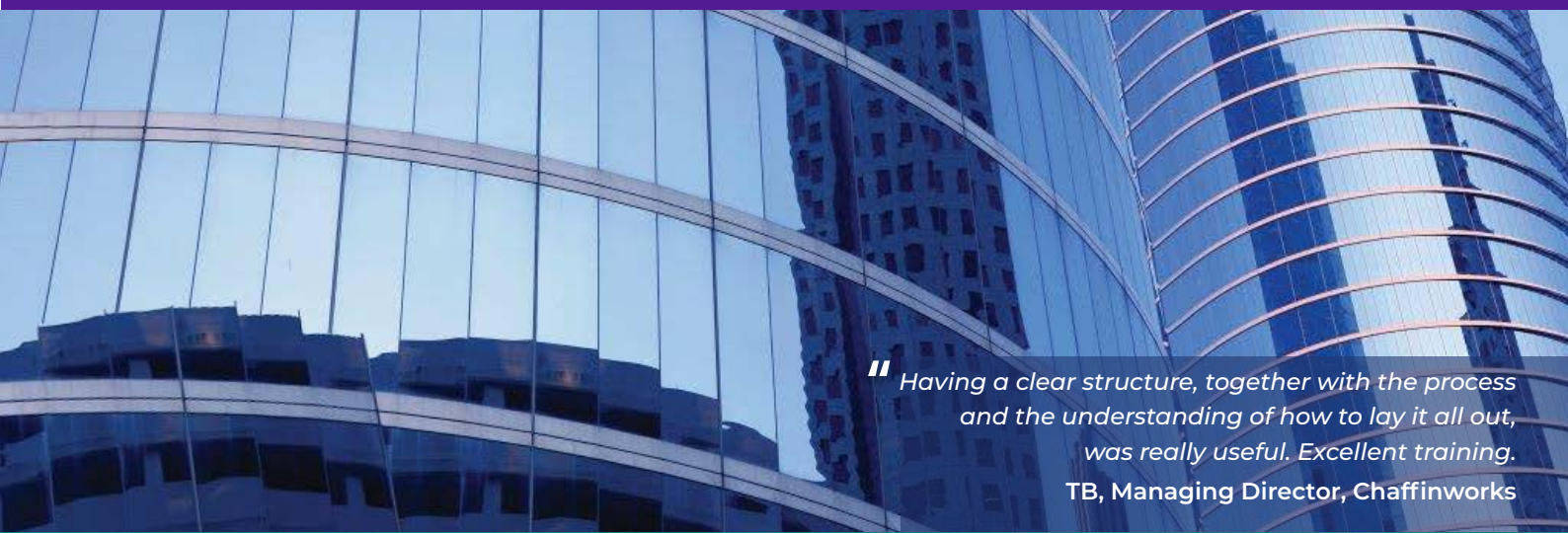




# Write Compelling Executive Summaries

Capture your prospect's attention



*"Having a clear structure, together with the process and the understanding of how to lay it all out, was really useful. Excellent training."  
TB, Managing Director, Chaffinworks*

A well-written executive summary is a powerful tool for winning business

## Getting your message across

It is no easy task to capture the attention of senior management and evaluators. Your message has to hit the right note, and create a credible story to support your proposal.

To stand out from the rest, you must demonstrate accurate understanding of their needs, and the results they want. A vendor-focused sales pitch simply won't do.

## Your team will get step-by-step guidance in how to:

- Structure and develop a customer-focused executive summary
- Pull together a compelling story about the prospect's vision, problems, and required results
- Present your tailored solution using persuasive, customer-focused writing
- Use graphics and persuasive captions to reinforce your winning approach

## Executive Summary Training 1-Day Course – via Zoom or Teams



Introductions and Agenda



Developing Content & Executive Summary Structure



Writing a Customer-Focused Executive Summary



Getting Your Message Across Using Graphics / Final Tweaks



Course Recap and Feedback

Call +44(0)20 8371 9444 for details on course modules and pricing

## Training and delivery

Conducted via Zoom/Teams for up to 18 people  
Course content will use examples from your own executive summaries

14  
Handouts

5  
Interactive exercises

1 Year  
Free online access\*

\* to the entire course