

Proposal Format

Read and understand the following proposal format information.

Short Intro	<i>(You are writing this proposal as a result of what, who, when...)</i>
Context	<i>(In what context is this training being offered? Let the client know you understand their situation/needs.)</i>
Program Description	<i>(Describe the program in terms of approach and structure – mix of theory/practice; role-playing; time and timing; breaks; etc.)</i>
Expected Outcomes	<i>What can the client and/or participants reasonably expect in terms of new competencies, skills, change, etc.?</i>
Post-training Support For Integration	<i>E-mail follow-up; coaching on call; evaluation; measurement of results; etc.</i>
Detail Summary of My Proposal	<i>Point Form: Number of days; length of follow up; hours/days of coaching support; materials included; meals and refreshments included if any; forms and tools; certificate and anything else you will be supplying.)</i>
Investment	<i>Details of your costs: preparation, travel time, follow-up time, materials, travel, parking, lodging, and other expenses, etc.)</i>
Summary	<i>Three-line breakdown of training costs, expenses, and the total (including applicable tax). Add any comments about the billing process and deposits, if necessary.</i>
Business Coordinates	<i>Name of your company, address, business and tax number, etc.)</i>

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