



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 12 April 2026 To 16 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This 5-day professional course, "Writing Proposals and Sales Emails," is designed to equip participants with the skills to craft compelling proposals and effective sales emails that drive customer engagement and business success. Participants will learn best practices for writing persuasive content, structuring proposals, and utilizing sales emails as a strategic communication tool in various industries.

## Objectives

- Understand the key components of a successful proposal and sales email.
- Develop skills in persuasive and professional writing techniques.
- Learn to identify and address client needs effectively.
- Master the art of structuring clear, concise, and compelling messages.
- Enhance the ability to convert proposals and emails into successful outcomes.

## Course Outlines

### Day 1: Introduction to Proposals and Sales Emails

- Overview of proposals and sales emails in a business context
- Comparing proposals and sales emails: Purpose and structure
- Key components of persuasive writing
- Understanding the audience: Tailoring messages
- Case study analysis: Successful proposal and email examples

### Day 2: Crafting Winning Proposals

- Steps to planning and researching for proposal writing
- Structuring proposals: Executive summaries, proposals, and conclusions
- Writing effective introductions and capturing attention
- Using visuals and data to support the proposal
- Review and feedback: Peer evaluations of proposal drafts

### Day 3: Mastering Sales Emails

- Understanding the purpose and types of sales emails
- Crafting subject lines that increase open rates
- Body content: Creating value propositions effectively
- Using calls to action to drive responses
- Insights on email etiquette and personalization

### Day 4: Techniques for Persuasion and Influence

- Understanding psychological triggers in writing
- Using storytelling techniques in proposals and emails
- Leveraging testimonials and social proof
- Highlighting benefits over features
- Practical exercise: Rewriting examples for improved persuasion

## **Day 5: Review, Practice, and Implementation**

- Analyzing real-world examples and identifying key success factors
- Participants present their proposal and email drafts
- Feedback sessions: Group critiques and suggestions
- Developing a personal action plan for continued improvement
- Conclusion and graduation: Final reflections and Q&A session