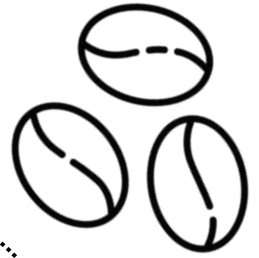


Art of Crafting Proposals that Win Deals



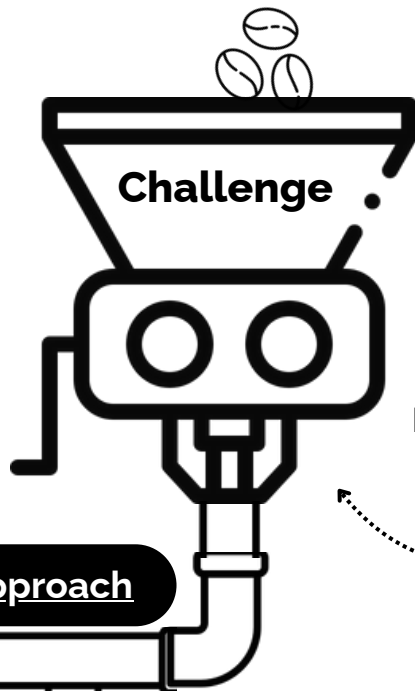
Overview:

My technical writing role expanded into helping win new business by creating compelling proposals that secured clients and contributed to company growth.



I needed to adapt my writing approach to:

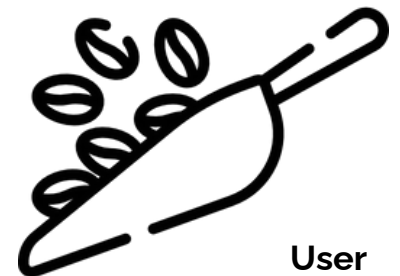
- Appeal to decision-makers
- Support the sales process
- Address potential concerns proactively
- Balance technical accuracy with persuasion



Background:

My work evolved from Doc tasks to collaborating with the business response team

Product Docs

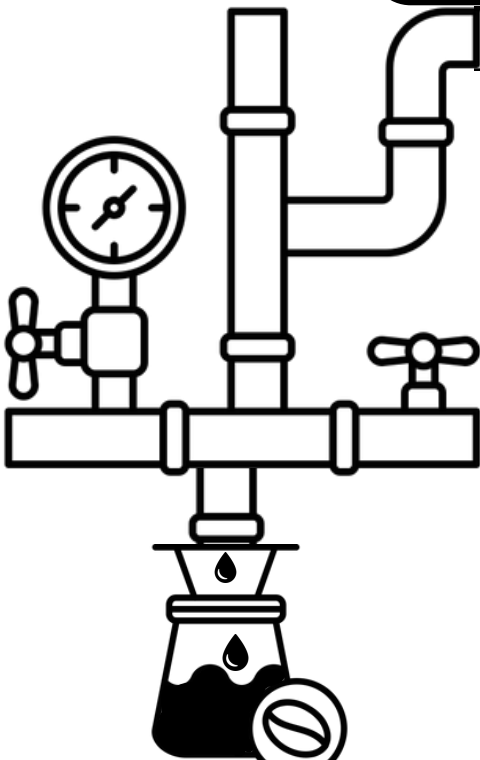


User Guides

Technical Specifications

My Approach

1. **Consistency:** Maintained brand voice
2. **Clear Pricing:** Made financial details straightforward
3. **Confidence-Building Language:** Used reassuring tone
4. **Visual Elements:** Added images to simplify concepts
5. **Developer Collaboration:** Ensured technical accuracy



What I Delivered

- Customized Proposals
- Compliance Docs
- Pre-emptive FAQs
- Implementation Roadmaps



Result

- Secured new clients through clear proposals
- Demonstrated professionalism through quality documentation
- Smoother client onboarding