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COURSE BROCHURE

Persuasive Proposal Communication for Managers Training Course

5 – 9 April 2027
Paris

Persuasive Proposal Communication for Managers Training Course

Ref: 1494_55322 **Date:** 5 – 9 April 2027 **Location:** Paris **Fees:** 5900 GBP

Persuasive Proposal Communication for Managers is a 1-week training course for managers and professionals who must win approval for budgets, projects or policy changes, ending with an influence communication plan for a proposal they are currently preparing. Decision-makers now face more competing requests, shorter attention spans and less time in the room. Jupiter Prime Training runs this course so that good proposals are judged on their merit rather than lost in weak presentation.

Why Persuasive Proposal Communication for Managers Matters Now

Three conditions make persuasive proposals harder to land. Investment committees and boards review crowded agendas, so a proposal often gets minutes rather than an hour. Decisions increasingly involve several approvers from finance, risk and operations, each with different concerns. Written pre-reads and hybrid meetings also shift persuasion away from charisma towards clear structure and evidence. Proposals framed around the decision-maker's priorities move forward; those framed around the author's effort stall or return for rework. The course draws on the Minto Pyramid Principle, Cialdini's principles of influence and Aristotle's appeals of ethos, pathos and logos.

Who Gains Most from Persuasive Proposal Communication for Managers

- Department managers responsible for securing budget and headcount approvals
- Project sponsors who present business cases to investment or steering committees
- Policy and process owners seeking agreement for operational changes
- Technical specialists who explain complex recommendations to non-specialist executives
- Business development professionals who pitch partnership or service proposals

Functions that submit frequent proposals to the same committee gain most when several authors attend together and adopt a shared proposal structure.

Persuasive Proposal Communication for Managers Capabilities

Participants learn to read each approver, build a message that answers that approver's question first and stay composed when challenged.

- Assess decision-makers' priorities, concerns and preferred evidence — tailoring the proposal to each approver
- Design a pyramid-structured message with the recommendation first — sharpening executive summaries
- Apply persuasive framing, contrast and social proof ethically — strengthening the case for change
- Build data stories and visuals that support one key point — helping committees absorb evidence quickly
- Communicate with executive presence through voice, pacing and posture — earning credibility in the room
- Test anticipated objections and rehearse responses — protecting the proposal under scrutiny

Key Persuasive Proposal Communication for Managers Terms

- Influence communication plan — a document mapping approvers, key messages, evidence, channels, timing and objection responses for one proposal.
- Pyramid Principle — a structure that states the main recommendation first, followed by grouped supporting arguments and evidence.
- Decision-maker persona — a profile of an approver's goals, risks, preferred data and decision style.
- Framing — presenting the same facts through a chosen lens, such as risk avoided or opportunity gained, to shape interpretation.
- Executive presence — the combination of composure, clarity and credibility that leads senior audiences to trust a speaker.
- Pre-wiring — meeting key approvers individually before a formal decision meeting to test reactions and address concerns.

Persuasive Proposal Communication for Managers Day by Day

Day 1: How Decisions Really Get Made

- Approval Pathway Mapping — Formal and Informal Decision Routes
- Decision-Maker Persona Profiles — Goals, Risks and Evidence Preferences
- Ethos, Pathos and Logos Balance — Matching Appeals to Audience
- Proposal Failure Patterns — Healthcare and Technology Approval Cases
- Pre-Wiring Conversations — Testing Support Before Formal Meetings

Day 2: Structuring the Message

- Minto Pyramid Principle — Recommendation First, Then Supporting Logic
- Situation-Complication-Resolution Openings — Framing the Need Quickly
- Executive Summary Drafting — One Page That Stands Alone
- Option Comparison Tables — Showing Trade-Offs Transparently
- Monroe's Motivated Sequence — Moving Audiences From Problem to Action

Day 3: Persuasive Framing and Evidence

- Cialdini's Principles of Influence — Reciprocity, Authority and Social Proof
- Gain and Loss Framing — Presenting Risk Avoided Versus Value Created
- Data Storytelling — Turning Numbers Into a Single Clear Message
- Slide and Visual Design — One Idea per Slide for Committees
- Ethical Persuasion Boundaries — Avoiding Manipulation and Overstatement

Day 4: Presence and Objections

- Vocal Variety and Pacing — Holding Attention in Short Slots
- Body Language and Composure — Projecting Confidence Under Pressure
- Objection Anticipation Matrix — Likely Challenges From Each Approver
- Listen-Acknowledge-Explore-Respond Method — Handling Pushback Without Defensiveness
- Hybrid and Virtual Presenting — Influence Through Camera and Screen

Day 5: Practising the Influence Communication Plan

- Approver Map Completion — Applying Persona Profiles to the Live Proposal
- Core Message and Summary — Applying Pyramid Structure to the Case
- Evidence and Framing Choices — Applying Influence Principles to Key Points
- Rehearsal With Challenge Panel — Applying Objection Methods Live
- Influence Communication Plan — Final Version With Timeline and Channels

Applying Persuasive Proposal Communication for Managers After the Course

- Hold pre-wiring conversations with two key approvers using the persona profiles before submitting the live proposal.
- Rewrite the proposal's executive summary in pyramid form and test it on a colleague who has not seen the full paper.

Persuasive Proposal Communication for Managers Questions FAQ

What is persuasive proposal communication for managers, and why does it matter now?

It is the skill of structuring, framing and presenting a proposal so decision-makers can approve it quickly. It matters now because committees face crowded agendas and multiple approvers with different concerns.

Which roles gain most from persuasive proposal communication for managers?

Managers seeking budget approval, project sponsors and specialists who present to executives gain most. You benefit most if your proposals often return for rework or stall without a clear decision.

How does persuasive proposal communication for managers differ from a general presentation skills course?

It centres on winning a specific decision rather than presenting well in general. It covers approver mapping, pre-wiring and objection planning alongside delivery.

What do you bring back from persuasive proposal communication for managers training?

You bring back an influence communication plan for a live proposal, including an approver map, a pyramid-structured summary, evidence choices and rehearsed objection responses.

Persuasive Proposal Communication for Managers: The Way Forward

The influence communication plan first informs which approver to approach before the formal meeting and what concern to address with them. Proposal authors use it to schedule conversations and shape the paper, while sponsors use it to prepare. After the first decision, the perspective worth revisiting is framing, since approvers' reactions show which lens persuaded them.