

Class of 2024-1



The CSK StorylineMaster™ Program

The ultimate curriculum for bid/proposal writers

(three live, interactive, online workshops)



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The StorylineMaster™ Program

– the ultimate curriculum for bid/proposal writers

The StorylineMaster™ Program: Three workshops to boost your writing skills!

Over three interactive, online workshops of 3-4 hours each, you will learn how to develop compelling sales messages and formulate convincing proposal text. You will receive practical instructions on how to plan a convincing proposal and phrase it succinctly and engage your reader without waffling. As a result, you will achieve a drastically higher sales impact with your customers (typically +20-50%)!



And what's more: Writing is much easier. The workshop concept is based on our Storyline™ workshops, which we have already run successfully more than 220 times.

This curriculum is based on CSK's Storyline™ Approach and concepts of APMP's micro certification 'Bid and Proposal Writing' (APMP BPW-M).

Who is it for:



Bid / Proposal Professionals



Sales / Account Managers /
Capture / Opportunity Managers



Subject Matter Experts
(Content Contributors)



It is for everyone involved in proposal writing, regardless of the industry/sector (bid/proposal managers, sales, business development, writers, contributors, coordinators).

Live, online and interactive

Modules are between 3 and 4 hours length.

The format combines the cost benefit of a typical web-based solution with the advantages of an on-site training. As opposed to other typical online training concepts, it provides interactive access to a real trainer delivered over the web. This means participants can resolve issues in real time and comprehension and retention is increased. To compensate with the potential disadvantage of the fact that you might not be able to attend the session, we record all sessions for you so that you still have access to the same content, too.

The curriculum includes:

- Free eBook copy of The Ultimate Bid and Proposal Compendium (400+ pages of best practice)
- Digital Badge and individual, verifiable PDF certificate of participation
- Access to all session recordings (valid for 180 days)
- Online access to all shown slides (online flipbook)
- (Free) option to complete the optional StorylineMaster™ exam (end-of-course assessment, with dedicated Digital Badge and individual, verifiable PDF certificate of achievement)

Your Course Roadmap

– Three online workshops

Your course roadmap has three interactive online modules

1



Foundations for compelling proposals and managing the writing process

- The customer's perspective of the proposal
- The buying centre and their needs and hot buttons
- Everything about value, price, features and benefits
- Developing a compelling storyline: Content planning and reviews (Red Team)
- Using tools effectively (including AI!)

2



Formulating winning sales messages, building a message tree and applying writing techniques

- Applying the 'triangle' for successful sales messages
- Value propositions
- Building message trees and developing the optimal document structure
- Applying writing techniques and style guidelines
- Powerful headings
- Action captions with added value
- Basic rules for convincing visualisations (images, charts, etc.)

3



Writing specific proposal sections

- Applying what you've learnt to specific sections (CVs, references, etc.)
- The truly compelling management summary
- Winning proposal presentations

All-inclusive

– the ultimate curriculum for bid/proposal writers

The StorylineMaster™ Program: What you can expect

This is included:

- Access to all live sessions (3-4 hours each)
- Free online access to course handout
(slides in flipbook format)
- Free eBook *The Ultimate Bid and Proposal Compendium* (400+ pages of best practice)
- Free access to all recordings (valid for 180 days)
- Free Digital Badge and individual, verified PDF course certificate to prove your participation
- (Free) option to complete the StorylineMaster™ exam
(requirement: active participation in at least two of the live sessions),
- Eligible for 12 APMP CEUs/CPDs



EUR 920 / GBP 790 / CHF 880 / USD 990 / excl. VAT

Check dates and registration options:

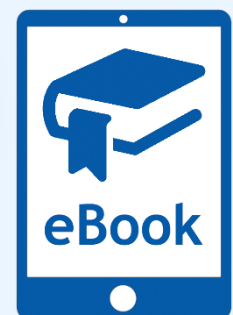


Included: The Compendium

– for all attendees

470 pages of concentrated bid management know-how with over 100 diagrams, tables, checklists and models

All registrants of this program will receive a complimentary copy of *The Ultimate Bid and Proposal Compendium*, as an eBook edition.



www.proposal-compendium.com



A great reference document for candidates undertaking any of the APMP exams

Included: Digital Credentials

– for attendees of the program

Included: Credly Digital Badge and individual, verified PDF Confirmation

On completion of the course, all attendees of the complete program will receive an individual Certificate of Participation as a PDF document. You will also be provided with a Credly Digital Badge to publicly prove your participation:

The Digital Badge is digital confirmation, at no further cost:

- Digital badges don't expire.
- The authenticity of your achievement can be easily and instantly verified by third parties.
- Share your badge in your LinkedIn profile (under Licenses and Certifications) or on other major social media platforms, or in your CV/resume or email signature.



All attendees of the complete course will receive an individual PDF course certificate



Officially APMP CEU/CPD approved

For APMP certified professionals: The program is worth 12 CEUs/CPDs.



Optional: Become a *CSK Certified StorylineMaster™*

Optional: StorylineMaster™ Certificate (Certificate of Achievement)

As an option, participants can sit the end-of-program assessment, free of charge. Successful candidates receive a Certified StorylineMaster™ Digital Badge and an individual Certificate of Achievement in PDF format.

To become a Certified StorylineMaster™, participants need to:

- Attend all three modules as a live participant.
- Sit the end-of-training assessment and achieve at least a mark of 50%



Credly

What's the difference between APMP's (signature) certification scheme and CSK's StorylineMaster™ Certification?

	APMP Certification	StorylineMaster Certification™
Exam type	multiple choice (Foundation, Practitioner) submission of presentation, interview (Professional)	multiple choice questions and text questions
Type	independent, global certification program	end-of-training assessment
Pass/fail	three separate exams, pass/fail	one exam, three pass levels (Gold, Silver, Bronze)
Preconditions	Foundation: 1 year of experience Practitioner: 3 years of experience, APMP member Professional: 7 years of experience, APMP member	attendance of all course modules
Cost	USD 425 (Foundation), USD 425 (Practitioner), USD 900 (Professional) - prices June 2023	free for participants of StorylineMaster™ classes
Availability	to anyone	to participants of StorylineMaster™ classes, as a free option to the course program
Delivery	through APMP Approved Training Organisations	through CSK
Basis	BoK	CSK materials, based on Compendium, aligned with APMP BoK

The Certified StorylineMaster™ Exam

Exclusive to participants of the StorylineMaster™ program

- **Target Group:** The Certified StorylineMaster™ is aimed at all bid/proposal writers. The assessment is exclusively available to those who have completed the StorylineMaster™ Program (it is therefore not a competing certification to the APMP certification scheme).
- The exam itself is free of charge.
- Participants can decide to take the assessment up until 2 weeks after the last webinar session. The exam needs to be taken within 4 months of the last webinar.
- **The assessment: Online exam**
 - Online exam with 100 multiple-choice questions in 120 minutes (non-native speakers get 140 minutes)
 - It includes writing exercises
- **Overall, you can achieve 150 marks:**
 - You can achieve up to 150 marks.
 - If you achieve 75+ marks, you have passed at Bronze Level.
 - If you achieve 100+ marks, you have passed at Silver Level.
 - If you achieve 135+ marks, you have passed at Gold Level.
 - Once you have passed, you will receive a separate Digital Badge and an individual PDF certificate of your achievement (in addition to the Digital Badge and Certificate you get anyway for your participation in the webinar series).
 - If you fail, you can re-sit once on a date of your choice.
 - If you have passed and you wish to achieve a higher level (for instance you have achieved Bronze Level, and you wish to achieve Silver or Gold Level), you can re-sit after a waiting period of 6 months, for an administration fee of USD 50 /EUR 50 / GBP 45.



Their choice: CSK Training





Contact us

- training@cskmanagement.com
- www.cskmanagement.com

Talk to us

- www.cskmanagement.com/meeting-request

