



Proposals & Business Documents

Winning a significant contract often comes down to the quality of the proposal. A poorly structured, badly written or visually weak proposal can cost a business a contract it was otherwise well-placed to win. On the other hand a strong proposal communicates credibility, professionalism and competence before the client has even met the team.

Mel specialises in high-stakes proposals, RFP responses and business documents prepared to a standard that wins. She has helped clients secure significant contracts with work they're proud to submit.

This service includes:

Proposal writing:

Full proposal documents written to respond to a brief or RFP. Mel works with the client to understand the opportunity, the audience and the key messages, then structures and writes a compelling response.

RFP responses:

Formal responses to Requests for Proposals, structured to meet the requirements of the brief while making the strongest possible case for the client.

Business documents:

Reports, capability statements, pitch decks, executive summaries and other documents that represent a business in a professional context.



Document design:

Making sure the final document looks as good as it reads. Mel produces proposals and business documents that are visually polished and easy to navigate.

This service suits businesses that have an important opportunity coming up and want to put their best foot forward, as well as marketing agencies that regularly need proposal support for their clients.

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