

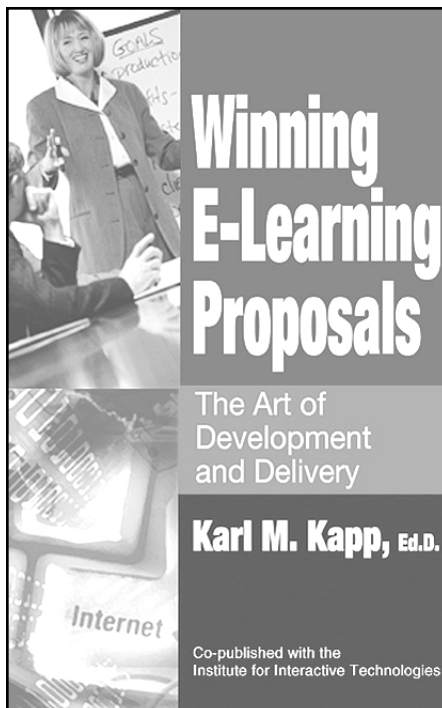
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Winning E-Learning Proposals

The Art of Development and Delivery

Karl M. Kapp, Ed.D., CFPIM, CIRM
Bloomberg University

Co-published with the
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About the Author

Karl M. Kapp, Ed.D., CFPIM, CIRM, is a leading expert in the field of e-learning, Assistant Director of the well-known and prestigious Institute for Interactive Technologies, and Associate Professor at Bloomberg University, where he teaches classes on writing winning e-learning proposals. Dr. Kapp earned his doctorate of education in Instructional Technology from the University of Pittsburgh. He is an experienced practitioner and consultant on retainer with several e-learning software firms and is the software editor of the trade magazine *APICS-The Performance Advantage*. Dr. Kapp has hundreds of published articles to his credit and has published several successful books. He is a popular speaker at both national and international learning conferences.

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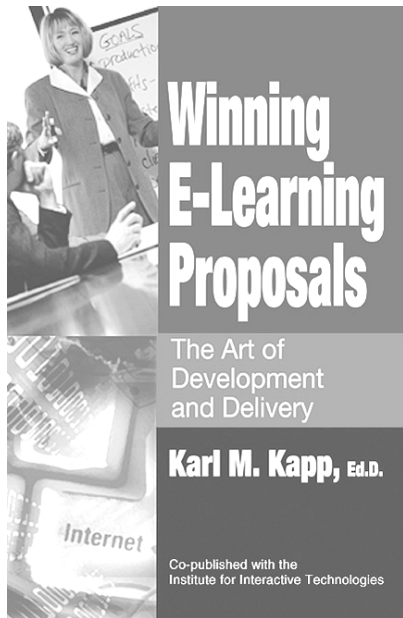
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Because it gives you everything you need to successfully secure e-learning business, **Winning E-Learning Proposals: The Art of Development and Delivery** is the book your competitors don't want you to have. No other book describes the entire process for securing e-learning business, from conceptualizing winning ideas to writing and delivering successful e-learning proposals. Author Karl Kapp draws on his considerable experience, and that of other leading experts, to provide the principles needed to conceptualize an idea, write a proposal, and present the information to the prospective client. This guide gives you the competitive edge in developing high-level strategies and selling "themes" that will make your e-learning proposal unique, effective, exciting, and — most importantly — a winner.

Key Features

- Provides practical tips and techniques for conceptualizing winning ideas, writing winning proposals, and staging winning presentations
- Delineates the ten steps in the E-Learning Business Process and illustrates how to make significant profits in the competitive e-learning industry using Kapp's proven methods for effective proposals
- Demonstrates how to win business from organizations that need e-learning to solve their problems and make a solid business case to internally sell e-learning to top executives
- Covers e-learning standards, certifications, budget concerns, ROI, legal considerations, and project management
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Table of Contents and Ordering Information on Reverse



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Contents

Foreword by Kevin Oakes

Preface

Preliminary Work

The E-Learning Business Acquisition Process

Receiving the RFP

Review the RFP

Defining the Problem

Conceptualizing a Winning Solution

Good Writing Is Essential

Charts, Graphs, Illustrations, and Other Eye Catchers, by Richard Peck

Team Writing

The Proposal Document

Front Matter

Executive Summary

Description of the Problem/Overview of Solution

Solutions

Project Management and Schedule

Budget

Calculating Return on Investment, by Nancy Vasta

Corporate Capabilities

The Appendices

Presenting the Proposal

Presenting a Winning Proposal

Endnotes

Index

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