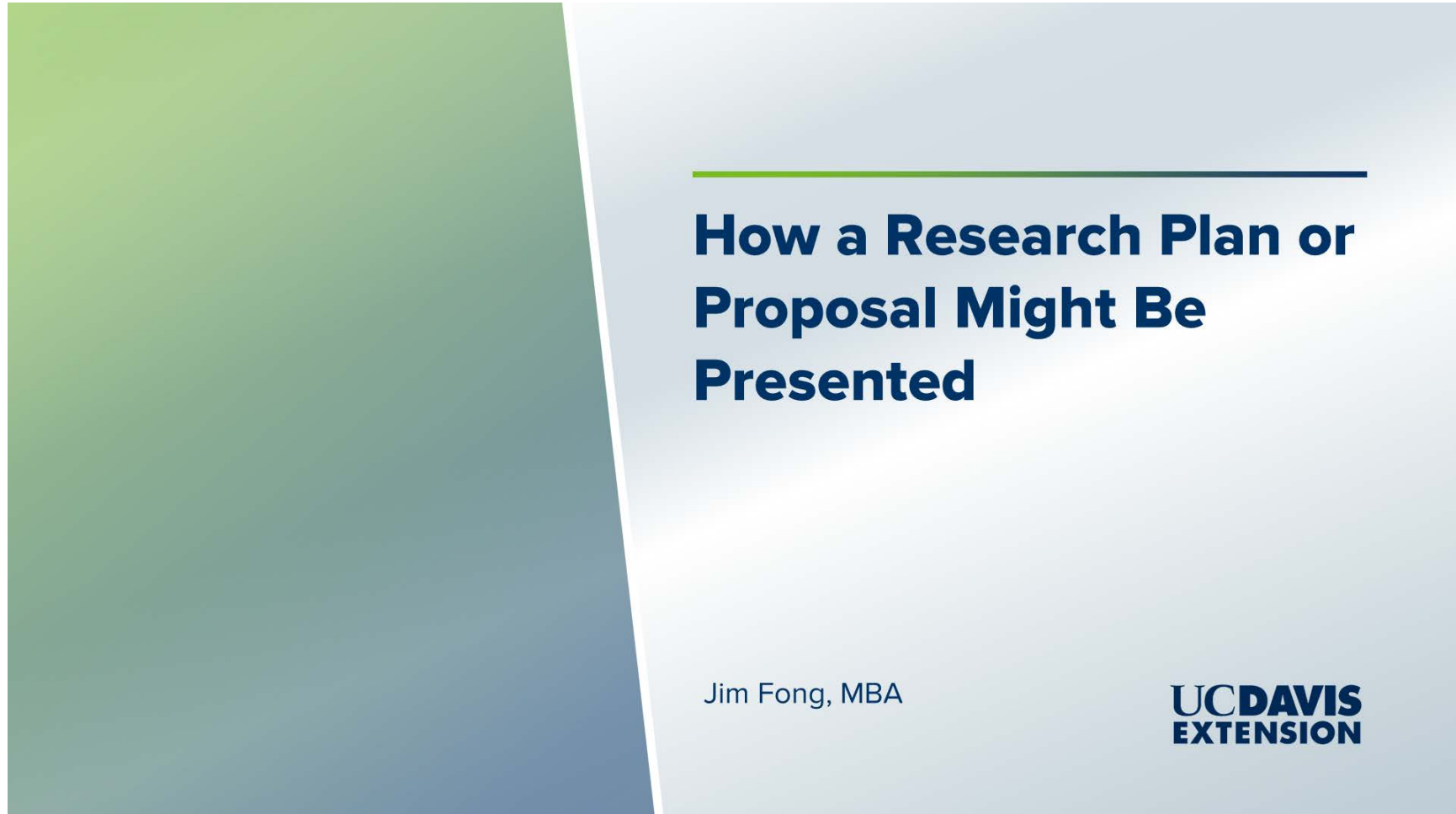


Lesson 4.2: How a Research Plan or Proposal Might Be Presented

Slide 1: How a Research Plan or Proposal Might Be Presented

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title is in a large, bold, dark blue font. Below the title, the presenter's name is displayed in a smaller, dark blue font. In the bottom right corner, the UC Davis Extension logo is shown in dark blue.

How a Research Plan or Proposal Might Be Presented

Jim Fong, MBA

UC DAVIS
EXTENSION

Slide 2: Learning Objectives

Learning Objectives

Distinguish between a research plan and proposal

Respond appropriately to research opportunities

Slide 3: Importance of a Research Proposal

Importance of a Research Proposal

Foundation for
future research

Agreement with client

Demonstrate your
abilities in various styles



Slide 4: Typical Proposal Format

Typical Proposal Format

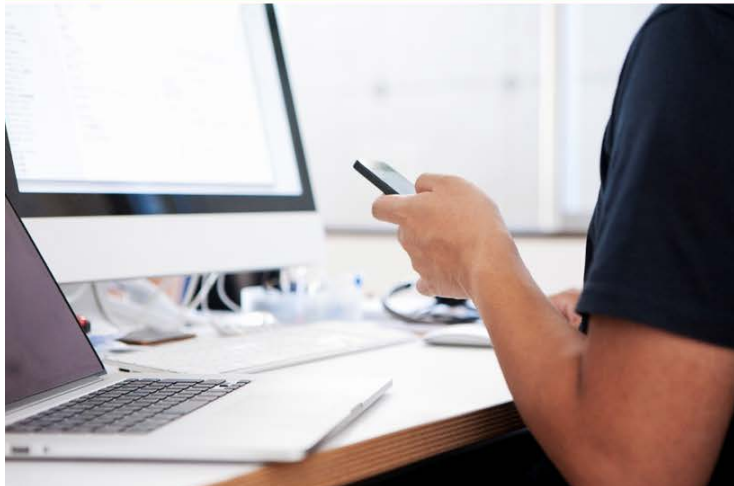


95% expect written proposal,
printed and bound

May be sent as email
attachment or PowerPoint

Slide 5: Sometimes It's Simple

**Sometimes
It's Simple**



5% could be simple
request for a quote

Phone call

Informal email

Slide 6: Proposal Presentation Styles

Proposal Presentation Styles



Submit printed document,
5 to 50 pages



Live presentation



Print version with
live presentation

Slide 7: The Essence of the Proposal

The Essence of the Proposal

Demonstrate competency

Represent your
company accurately

Sell yourself in a
phone call



Slide 8: Size Up the Client

Size Up the Client



Be prepared for full presentation with budget

Take a sales approach

Adapt to the personality and style of the client

Slide 9: Adapt to Differences

Adapt to Differences

By sector

By title

By personality type

By communication style



Slide 10: Focus on Packaging and Presentation



Focus on Packaging and Presentation

Researchers shy away from sales and marketing

Research proposal is art and science

Make it compelling!