



How to perk people up with your sales proposal, not put them to sleep!



Sales proposals can be very, very dull.

They often comprise pages and pages of text with the bit you really want to know (the cost and what you get for it) buried at the end. So make it easy for a customer to say yes to your proposal, quote or cost estimate with these tips...

1 Present the figures up front not buried towards the back of the proposal.



2 Signpost the benefits the customer will get from their investment and then list the features of your products or service on subsequent pages.

3 Give real-life examples or stories to show how you've helped others.



4 If you offer terms where they can **spread the payment** then signpost this towards the beginning too, so it sounds affordable to them and their cash flow.



5 Use diagrams and charts instead of paragraphs and paragraphs of words.



6 Adopt a writing style the customer will connect with (use their language not your jargon).

7 If you have to write a lengthy report make the first page **'our proposal at a glance'**. Also include a summary of the key points you want to convey and which the customer will be looking to find.



8 Make it easy for the customer to say yes. Don't swamp them with a load of material they have to wade through. They invariably will put off wading through it and will probably opt for a rival's 'simpler' (and quicker to read) quote.

Can we help?

If you need help with a sales proposal or pitch for new business, we have a track record in helping our clients achieve successful outcomes. We'd be **happy to help**.



Hands-on Marketing Consultancy