

# ***This Four-Point Customer Focus Assessment Will Strengthen Your Written Proposals***



***Which company's name appears first on page 1, yours or the customer's?***

I've prepared and reviewed hundreds of written proposals and executive summaries over my career and this assessment is a go to tool for me.



***How many times is your company's name mentioned on the first three pages? How many times is the customer's name mentioned?***

Every element of a written proposal sends the customer a message. The sequencing of your company's name and your customer's company name sends a big one!



***How many paragraphs start with your company's name? How many start with the customer's name?***

Let them know right up front that this proposal is about their business need by using their name first and frequently.



***If both names are mentioned in the same sentence, which is first?***

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