3 'winning' proposals elements
The Checklist

Method (How)

Process ☐

Solution to Situation ☐

Client involvement ☐
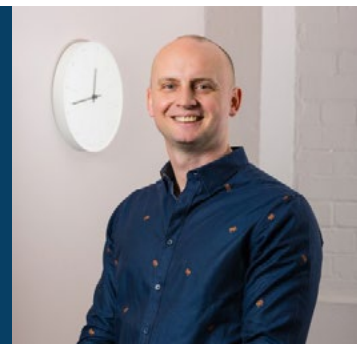
DO YOUR HOMEWORK ☐

Substance (What)

Case Studies ☐

Capability ☐

Support ☐

Structure ☐

Financial strength ☐

Accessibility (Connect)

Story between you and them ☐

Visualise! ☐

Don't be afraid of white space ☐

Easy to Navigate ☐

Build Rapport ☐

All lead by **James Doubtfire** who has 17+ years of experience in business and marketing.

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When it comes to proposals opinion is mixed, for some it's essential for others a waste of time.

To me they're only a waste if you don't win.
It's expensive if you don't win.

After years of working on proposals I've seen it all.
What I learnt during this time is that all the winning proposals contained three elements in common.

1.   Method (how)

Often the end client wants to know (how), in some cases because they only have a project (situation) not a solution. By being able to clearly express how you're going to tackle the project means you're bringing them into the process, they can see where they sit in the process, some want more involvement than others. DO YOUR HOMEWORK

2.   Substance (what)

In many cases a project will be a stretch for a client, so they are wanting bases covered and proof that you are the one to choose. Comfort in knowing you can deliver is critical so do not be shy in expressing your confidence. *Stick to the project in question to not be too overconfident ie. 'We can deliver all your projects in the future.' This can be talking point once you've delivered a project*

3.   Accessibility (connect)

Make your proposal easy to digest. Nothing worse than having a proposal which is chunky, hard to navigate and long winded.

We need to connect with the reader, bring them into the project and it's process (as mentioned in 1. Method). Offering insight into your business and it's why will help with the connection, if their values align with yours you will be build rapport. Making your proposal easy to read will help keep the reader engaged, use of images, small text blocks and where possible VISUALISE!

What will you do with your next proposal?
Want to increase win rate?

Stop settling for what is and make it happen.