

A man with dark hair and glasses, wearing a light blue button-down shirt over a grey V-neck sweater, is sitting at a desk. He is looking down at a laptop screen, with his right hand holding a yellow pencil over an open notebook. The background is a blurred office environment with whiteboards and papers. The entire image has a blue tint.

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BUSINESS STRATEGY

Create a Powerful Business Proposal in 5 Steps

Intro to Writing Winning Proposals

Learning how to craft and deliver persuasive proposals can grow your personal brand equity and fill your sales pipeline. Well-written and structured proposals are invaluable tools for

demonstrating competence and an understanding of a prospect's needs.

Creating a proposal that truly hits home requires the ability to match your company's strengths with

the problem your client is looking to solve. Good proposals strike a chord with their audience by demonstrating empathy as well as capability, and they are structured to flow

naturally. The writer must understand its company's value proposition and use concise wording to describe it. There is no room to waffle: every sentence must be on point.

THE FIVE ELEMENTS OF A SUCCESSFUL PROPOSAL ARE:

1

The Hook

2

The Challenge

3

The Solution

4

The Plan

5

The Numbers



The Hook

All businesses exist to solve problems or challenges that its customers face. Solutions can be delivered in the form of expertise or through the sale of a product. In this section, you have the opportunity to show your prospect that you understand the challenges they face and that you can help them overcome them. In doing so, you can paint a picture of what the world will look like for them once you have been engaged.

Here is an example of an elevator pitch style hook taken from a marketing consultant's

website. Note that it follows the formula described above.

"Many small- and medium-sized businesses struggle to keep a constant pipeline of new customers.

Consulting builds digital systems and processes that deliver a consistent flow of new business inquiries. So you can focus on serving your customers, not finding them."



The Challenge

Having laid out the big picture challenge that your company solves in the hook section, you must now demonstrate how your service directly solves the problem. Imagine your prospect is sick and that you have the medicine they need.

The tighter you can make this association, the better. Be specific and empathetic. Use this opportunity to get into your prospect's shoes and demonstrate your subject matter mastery.

The Solution

At this point, the prospect will understand the broad problems you address and have a comprehensive understanding of its challenges. Now is the time to get into the specifics of your solution. Describe how your product or service works, making sure to avoid any jargon or overly technical speak.

It's a good idea to list your solution's features and the benefits that those features impart. For instance, if you own a print shop that has the most up-to-date machinery (feature), your clients can expect an immediate turnaround at a lower cost than your competitors could provide (benefit).



The Plan

Once you have established how your product or service exactly matches your prospect's needs, it's time to show them how easy it will be to work with you. Do this by laying out an action plan in a few simple steps. Be sure to keep the number of steps to five or less. The last step should show delivery on the promise you laid out in The Hook section.

The Numbers

If you have followed the first four steps, you will have provided enough context to ensure that your pricing is seen as good value. Don't be shy or negotiate against yourself. Remember that whatever number you start with will likely be the biggest number -- so ask for what you want.



Conclusion

Writing powerful proposals is key to engaging with your prospect, gaining credibility, and ultimately, winning new business. For more information, visit clickcny.com.

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