

# Secrets to Creating Sales Proposals That Close Deals

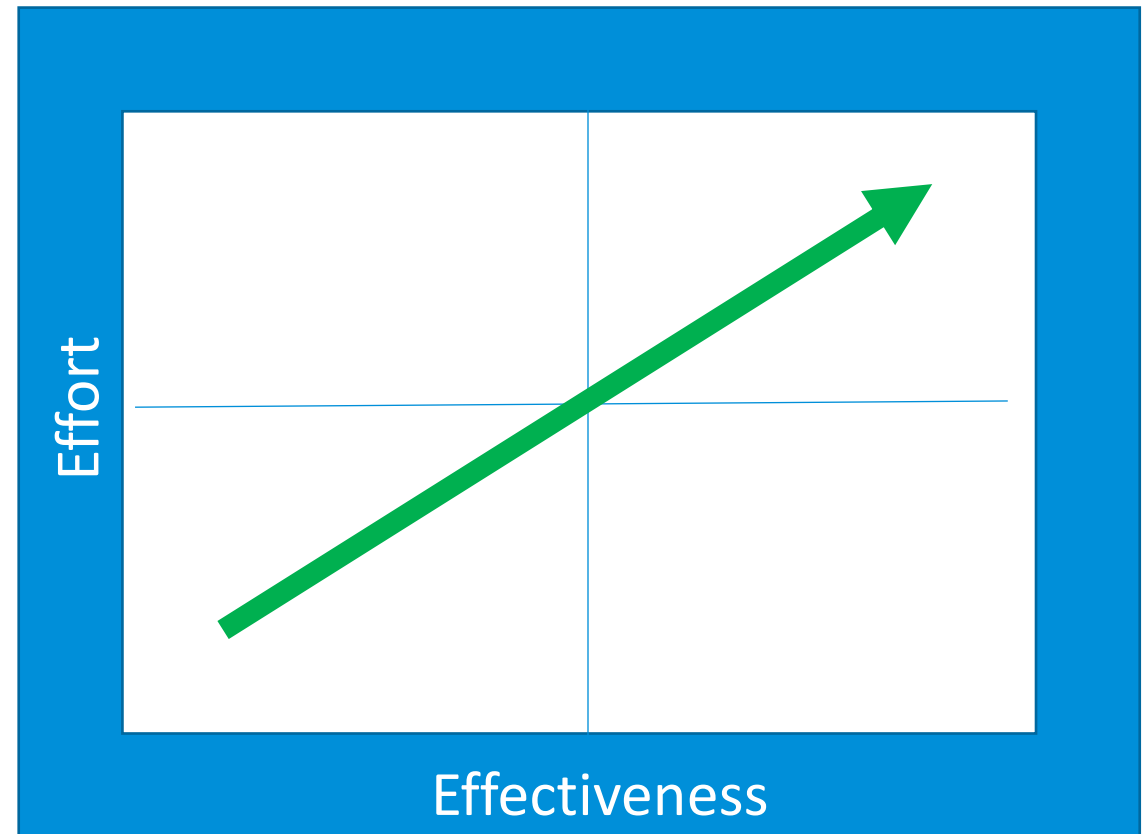
*Presented By:*  
**Jamie Davies**  
**EMEA Business Development**



- Challenges in creating compelling proposals
- The role of the proposal is today's buyer-centric world
- How to develop a winning proposal



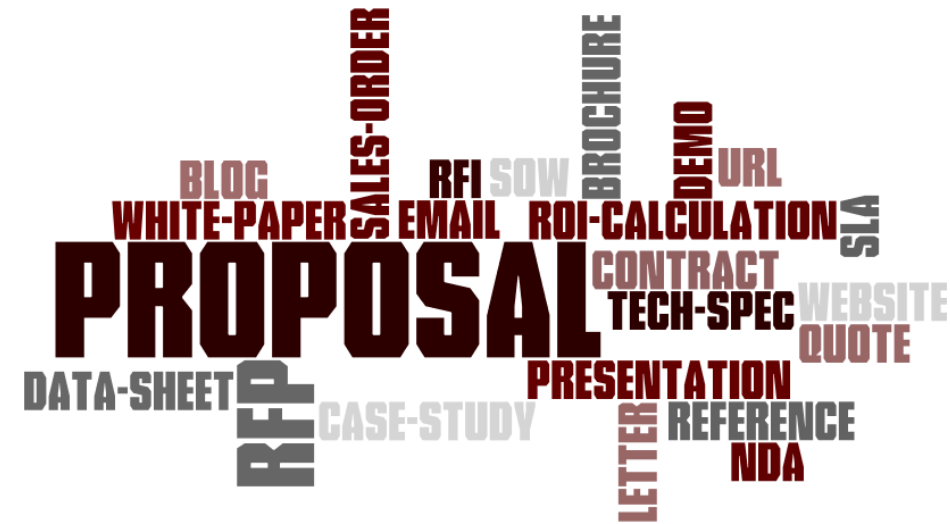
- “Send me a proposal”
- “An RFP is on its way”



# Who needs proposals?



- The complex insight-led world
  - Satisfying the needs of multiple stake-holders
  - Leading with commercial insights
  - Communicating value and differentiation
- The proposal is a pivotal selling document
- “A proposal is a sales document. If it doesn’t lead to an agreement to work together, the proposal has failed. The proposal’s job is to move the sales process towards closure.”
- A proposal is not.....





1. Do you have a centralized proposal team?
2. If yes, is the team viewed as a strategic sales function?
  - Does it report to Sales?
  - Does your team routinely work on 'unwinnable' bids?
  - Is it adequately funded/staffed?
3. If yes, is the team viewed as a strategic sales function?
4. How would you rate the quality of your sales proposals?
5. How do your proposals stack up against the competition?

# So why does this matter at all?



1. What is the annual gross €/£/\$ value influenced by proposal activity?
2. What is your current proposal win-rate?
  - Time invested on 'unwinnable' deals?
  - Time it takes to decide to keep you in the race?
  - Odds of winning with no prior relationship?
3. Would a higher-quality proposal positively or negatively impact win-rates?
  - 1 more large deal a quarter? 5% increase?

Strategic or tactical?



- If we can buy you the time back to reinvest in quality...

What does good look like?



# Persuasive Business Proposals

Source: Tom Sant





# Proposals: The “Seven Deadly Sins”

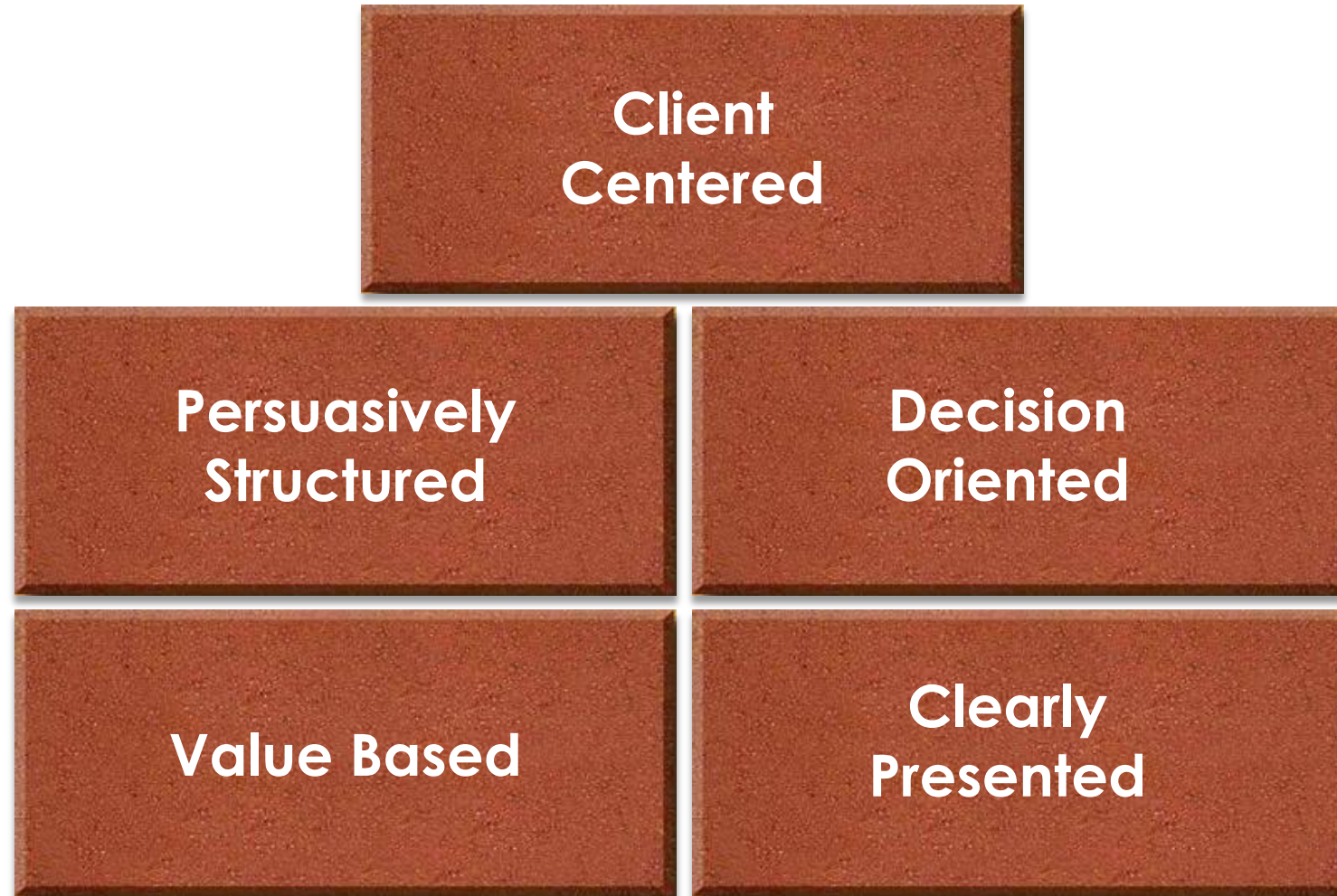


More Serious

- Fail to focus on the client’s business problems
- Key points are buried – no impact/highlighting
- No persuasive structure
- Too long, disorganized, technical
- Difficult to read because too much jargon
- Inconsistent in content or appearance
- Credibility killers: misspellings, grammatical errors

Less Serious

# 5 Key Building Blocks





1. What is the problem or need?
2. Why is it a problem?
3. What goals must be met?
4. Which goals have the highest priority?
5. What products can we recommend?
6. What results are expected?
7. What makes us the right choice?

# Persuasively Structured: Use the NOSE



Nneeds

- Evidence you understand their needs, issues or business challenges

Outcomes

- The business results, improvements or outcomes they seek

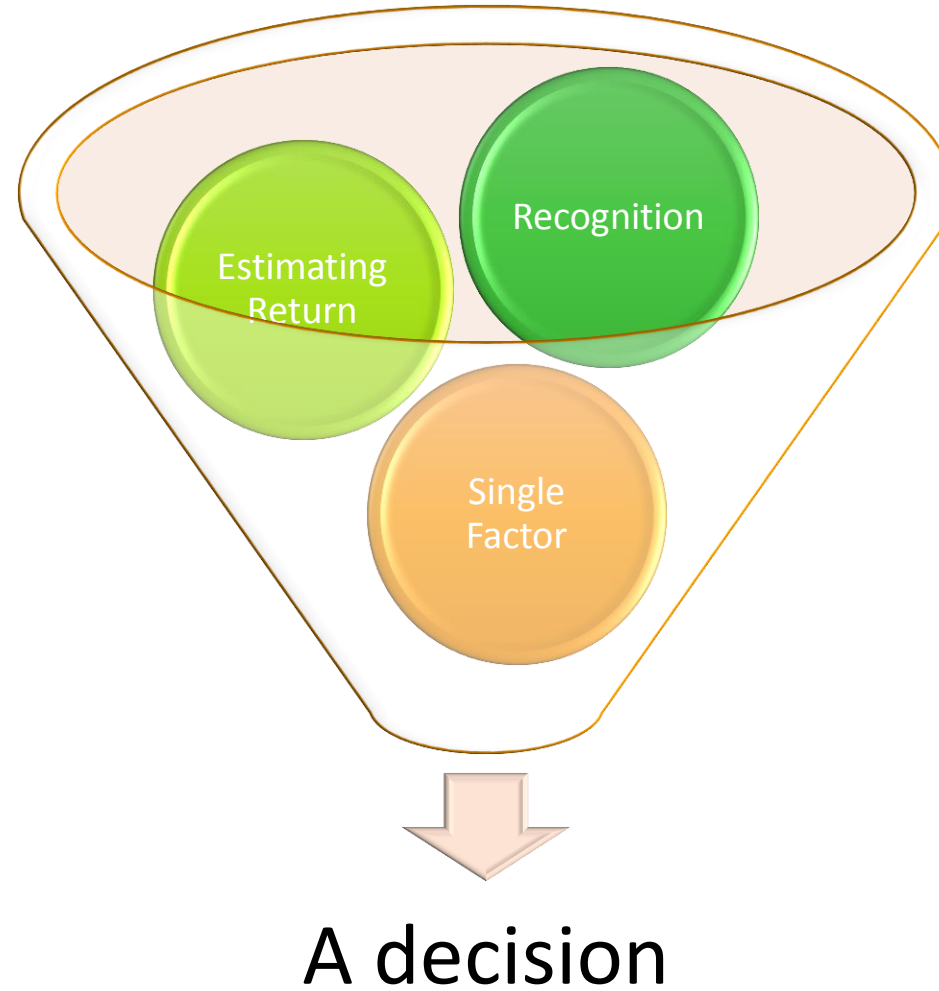
Solutions

- A recommendation for a specific solution

Evidence

- Evidence of your ability to deliver and the reasons they should select you

# Decision Oriented: How do people decide?







## Human Behavior

People search for a key factor

Then they stop and decide

## In Proposals

Understand the key messages

Put these up front!



- Important to evaluators
- Not found in most proposals
- If present, not linked to client needs and outcomes





## Value Statements

Client  
Focused

Quantified

Credible

Linked to  
Differentiators





## Cover Letter & Page

- Primacy Principle
- Highlight primary outcome(s)

## Executive Briefing

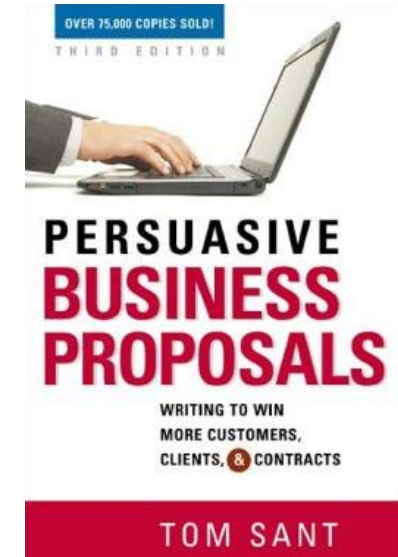
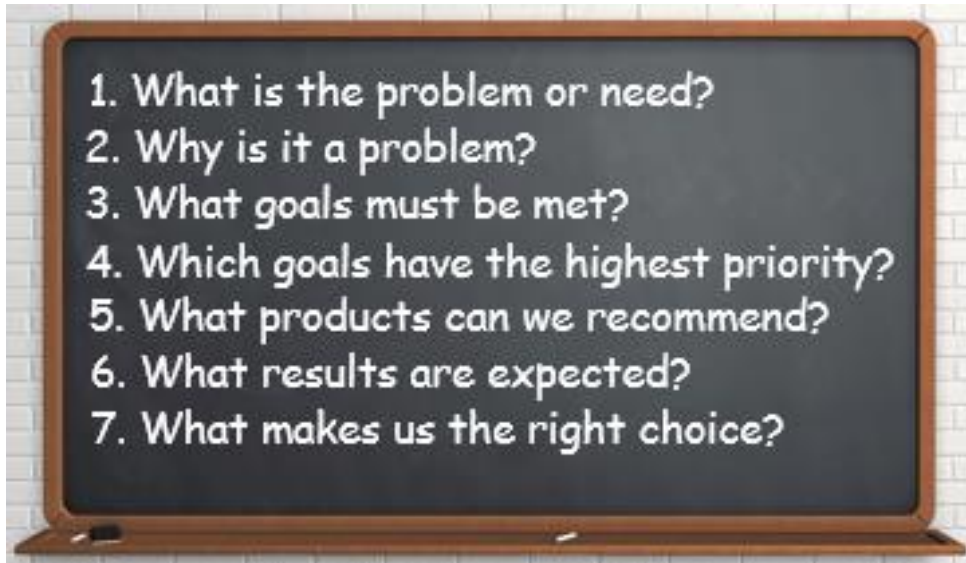
- Business Case not summary
- Write it first

## Writing Style

- Write for the Layperson
- Keep words/ sentences short

## Layout

- Colors and graphics
- Use of white space



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