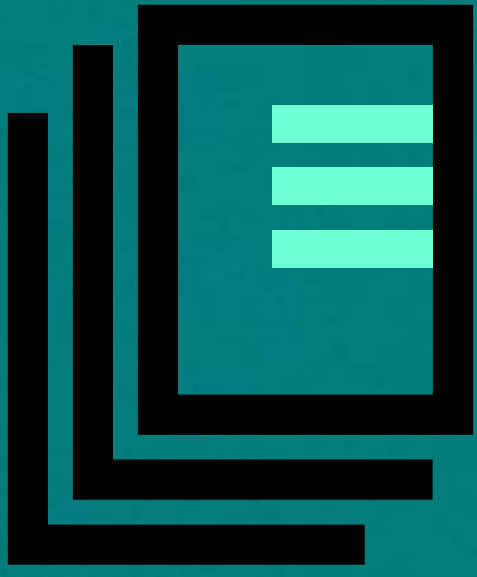


WINNING PROPOSALS

Tips & tricks for creating proposals that close the deal



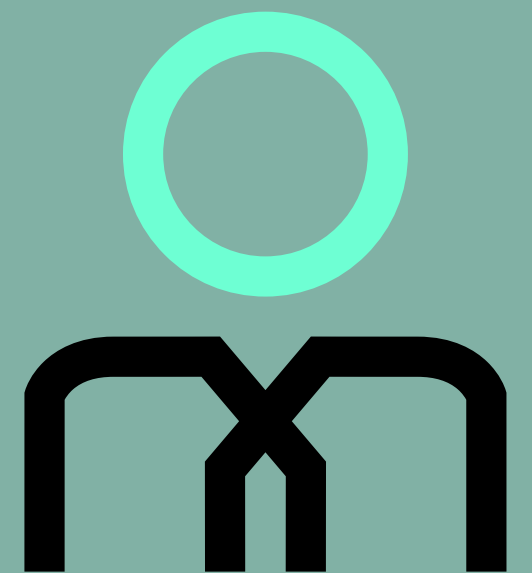


Think first, write later

When you start creating a proposal, don't start writing right away. Approach it as a thinking assignment first. Then, when you do begin to create the text, you'll write faster, better, and less.

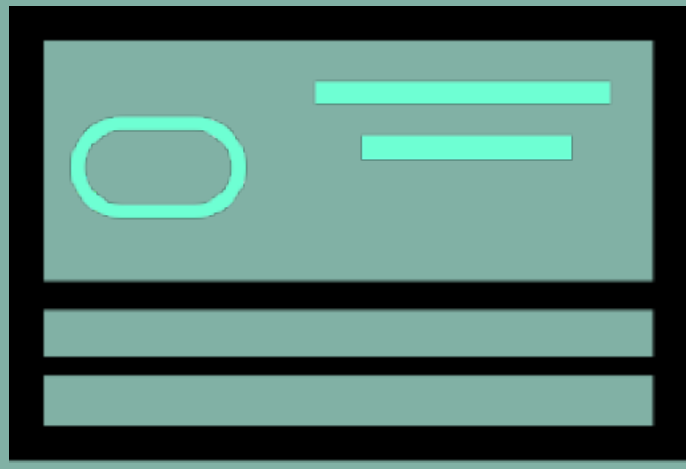
Identify decision makers

Know who you're speaking to and writing for. The key decision makers should be the only audience for your proposal, and you need to know who they are before you begin writing.



Write a selling executive summary

The executive summary isn't there to summarize; it's there to sell. Start with a persuasive executive summary that packs a punch and gets the prospect excited to read on.

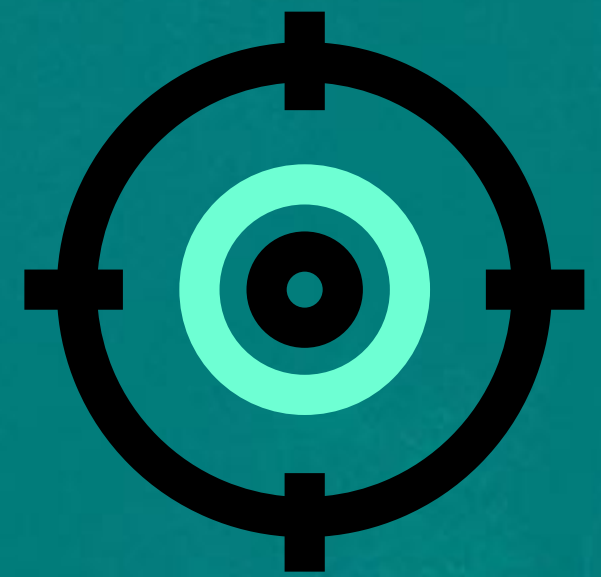


Include pricing in your executive summary

How you price your services is a key factor in winning proposals. Get the figures out there ASAP. Read the RFP well, though: presenting this data in the exec sum is prohibited in some instances.

Speak to your prospect's needs

The proposal most likely to be chosen is the one that is most clearly crafted around solving your prospect's challenges. Show them that you understand their industry, their requirements and their pain points.



Cut the jargon

Excessive use of jargon risks putting off the reader. The purpose of your proposal is to convince your prospect that your offer is the best one, so use plain language.



Include case studies

Case studies are the best way to demonstrate that you can do what you say you do. They back up your words and help build trust with your prospect.

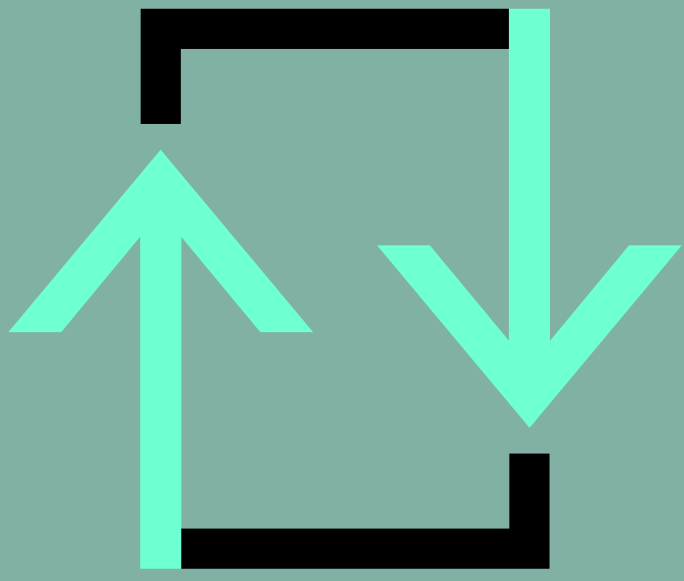
Be confident

If you believe your offer is the right match for a prospect and know it will help them, then the proposal should just be a formality. Write it with the idea that you will win.



Do not oversell

When you overdo your pitch, you'll lose credibility. Your prospect will probably see the rest of your proposal in that light, and toss it in the recycling bin.

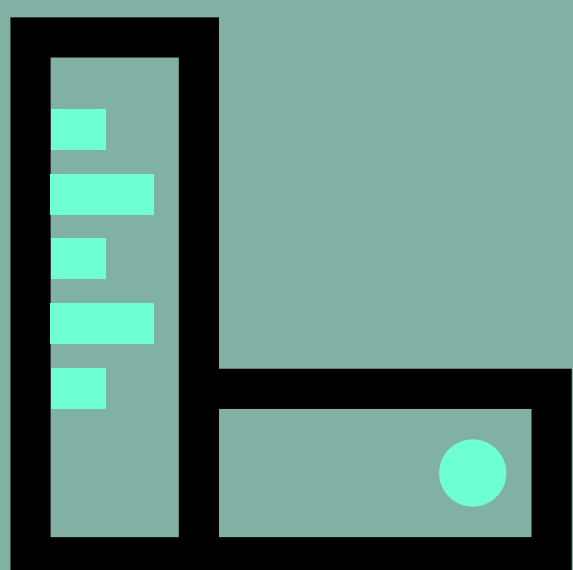


Reuse content

Once you develop a proposal process, you can reuse some of your content to help save time, and still deliver a persuasive pitch.

Remove any roadblocks to a 'yes'

Optimize your proposal for your prospect. Can they view your proposal on any device, no matter where they are? Can they sign off on them right away, even on mobile?



Don't forget about design

Deliver an easily readable and visually compelling proposal. Well-designed proposals that communicate their content effectively, clearly, and engagingly immediately have a competitive edge.

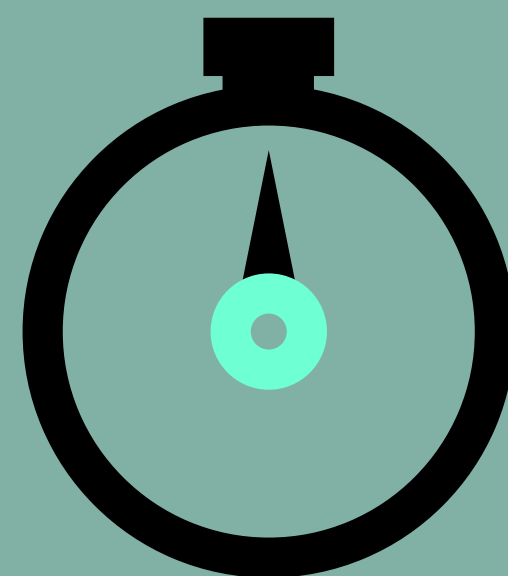


Remember to proofread

No matter how good your proposal is, one typo can leave a bad impression with a prospect. Make sure you and your team read over the proposal several times before submitting it, to avoid any potential errors.

Cross the finish line first

Have you ever seen anyone in a race finish first and not get noticed? Neither have we. Once your team is producing top shelf content, ensure that you are responding early.



Standardize content

Creating proposals often involves multiple people across countries and time zones, each preferring their particular style and format. Build standard templates and a content database – with a database-driven proposal solution.



Use proposal software

Want to create winning proposals, faster and more securely? Move to a complete all-in-one proposal solution to automate and streamline your proposal process – and win more business.

Want to know more about our proposal management solution?

XaitPorter is a cloud-based proposal software solution that provides complete control over the document production. The functionality includes built-in workflow, easy reuse of content and automatic formatting, layout and pagination.

[LEARN MORE](#)

[SCHEDULE A DEMO](#)



XAIT®