

# Sales Mastery™ 'Lead the Pack'

## Sales Newsletter



2009 ■ Volume 9, Issue 1



"Like the wolf, accept challenges, so that you may feel the exhilaration of victory."

### Successful Proposals, Successful Sales

Proposals should not be the tool to create interest. Proposals should be to confirm to a qualified buyer how your product or service will provide the solutions they need and how your offerings will resolve their "pains". Proposals should be to confirm what has already been covered and agreed upon verbally. Proposals do not sell, salespeople sell. However, when working with multiple decision makers for longer and more complex solutions, especially in a difficult economy, proposals are needed and can be a useful entity.

#### ***Here are a few tips on writing proposals that will win:***

Focus on the client's need. Work from the customer's point of view. When several proposals are received they are really looking for reasons to eliminate some providers. Make it hard to eliminate during the initial review. For example, instead of focusing on your company, focus on the client's needs and address those first.

Follow a specific process. Systematize segments that are repeatable (company history and references for example) to eliminate omissions and errors and avoid time crunches. Unbound proposals are easier to copy and review. Review key points with the prospects before finalizing whenever possible.

A good systematic approach includes: 1) Doing complete research into the problems and the prospect. A complete understanding of the prospect requirements contributes to the development of unique solutions and accurate pricing. Review issues thoroughly with clients before writing. 2) Determine time lines for sub-vendors and others with contributing responsibilities. Allow enough time to make changes, review and make multiple copies.

#### ***The general format of a proposal should contain these components:***

(1) What the customer needs to do or make available: (i.e., information, logistics, access to equipment, etc.) (2) What you are proposing to do or provide. If you are a consultant a good phrase is "some of the key tasks." (3) Projected time frames and delivery dates. (4) Specific "deliverables" including what the customer will specifically receive. Timeline for completion of the project. (5) Investment required, fees, costs, etc. and (6) Due dates for payments.

### UPCOMING EVENTS

Please contact us for registration information.

**303.462.1277**

**SALES MASTERY™ CLASSES &  
SALES MASTERY™ ADVANCED**

View our calendar at:  
[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

**SALES MANAGERS' WORKSHOP  
1:30 PM—5:00 PM**

**January 14, 2009  
Sales Meetings that Inspire**

Increased productivity pressures and the escalating costs of travel and down time demands that any extra time spent out of the field have a measurable ROI.

Poor sales meetings are one of the highest complaints from salespeople. This workshop assists you in creating sales meetings that inspire. Join our pack! Exchange ideas, tap the expertise of your peers, share common challenges, and accrue the wisdom and skills of an alpha leader.

**303.462.1277**

### Prospecting Clinic

**February 12, 2009  
8:30 AM—4:30 PM**

Learn NEW prospecting strategies and cold call techniques that actually work and produce appointments.

Contact us for training location and for workshop details.

[garry@leadershipconnections.com](mailto:garry@leadershipconnections.com)



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## Successful Proposals – Successful Sales

When writing proposals, **write clearly and specifically** using simple conversational English not company jargon, buzzwords, or lingo and personalize the writing as much as possible.

**Proposals should emphasize specific issues** to be addressed and specific benefits and value to the customer. It is not a benefit if it is not important to the customer. Use details as much as possible and avoid generalities and exaggerations. For example, vague statements like “uniquely qualified” reduces credibility. **Be concise** as some proposals have page limits. Keep it shorter if possible and use graphics to paint pictures and communicate clearly a complex process. **Write an executive summary** at the front of the proposal including analysis, scope, recommendations, implementation, highlights and most importantly the benefit related to the issues within the proposal. Executive summaries should be short 1-2 paragraphs and never more than 1-2 pages.

After submitting a proposals ask for debriefings, even if you lose. Finding out how and why you succeeded or why you were eliminated can contribute to future success.

*“Proposals should be to confirm what has already been covered and agreed upon verbally.”*



Leadership Connections  
1767-A Denver West Blvd.  
Golden, CO 80401  
[www.leadershipconnections.com](http://www.leadershipconnections.com)

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### Overcoming adversity? Make control your ally

Denver Business Journal article by Garry Duncan



For salespeople, adversity isn't a stranger and may seem a too-familiar companion to many. Adversity is defined as circumstances severely interfering with a desired goal or accomplishment. Facing adversity with health issues forces people to exercise more, change behaviors, diets and lifestyles to avoid future problems. Successful selling also requires becoming bigger than the adversity, and it forces you to change. Generally, salespeople are the most optimistic and resilient at dealing with adversity. Yet even the best occasionally are challenged to stay motivated in the face of a major loss and an increasingly turbulent economy.

Visit our website to complete this article:

[http://www.leadershipconnections.com/dbj/2008/Overcoming\\_adversity\\_Make\\_control\\_your\\_ally\\_03\\_08.pdf](http://www.leadershipconnections.com/dbj/2008/Overcoming_adversity_Make_control_your_ally_03_08.pdf)

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