

# Write to Win!

## Writing Successful Sales Proposals



# Mistakes we make in proposals



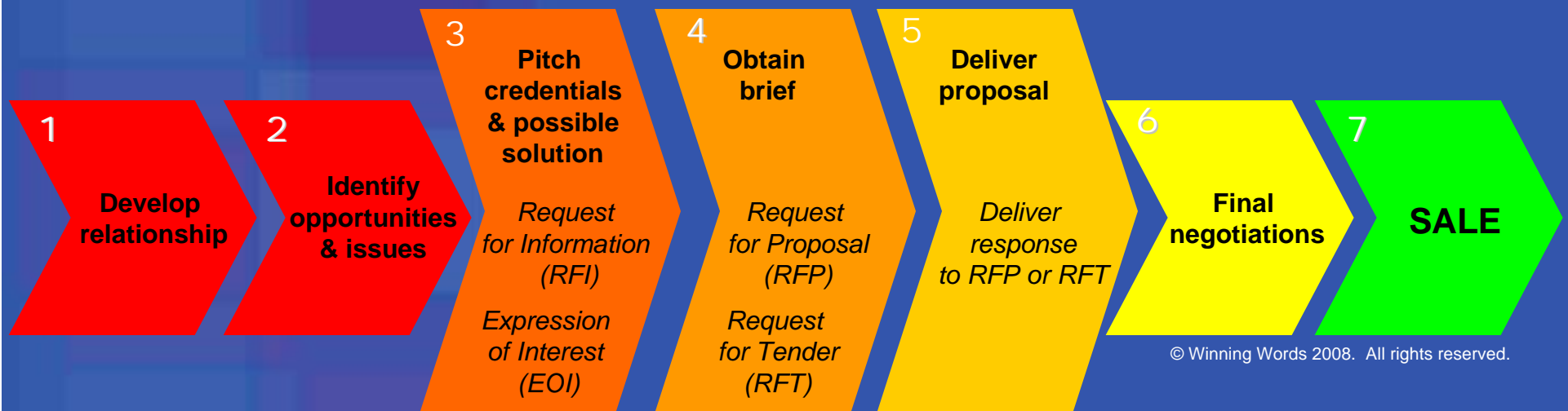
# What we will cover today

- How not to waste your valuable time
- Setting up your engagement process and paperwork
- Writing proposals that appeal to buyers
- Getting paid

# How not to waste your valuable time

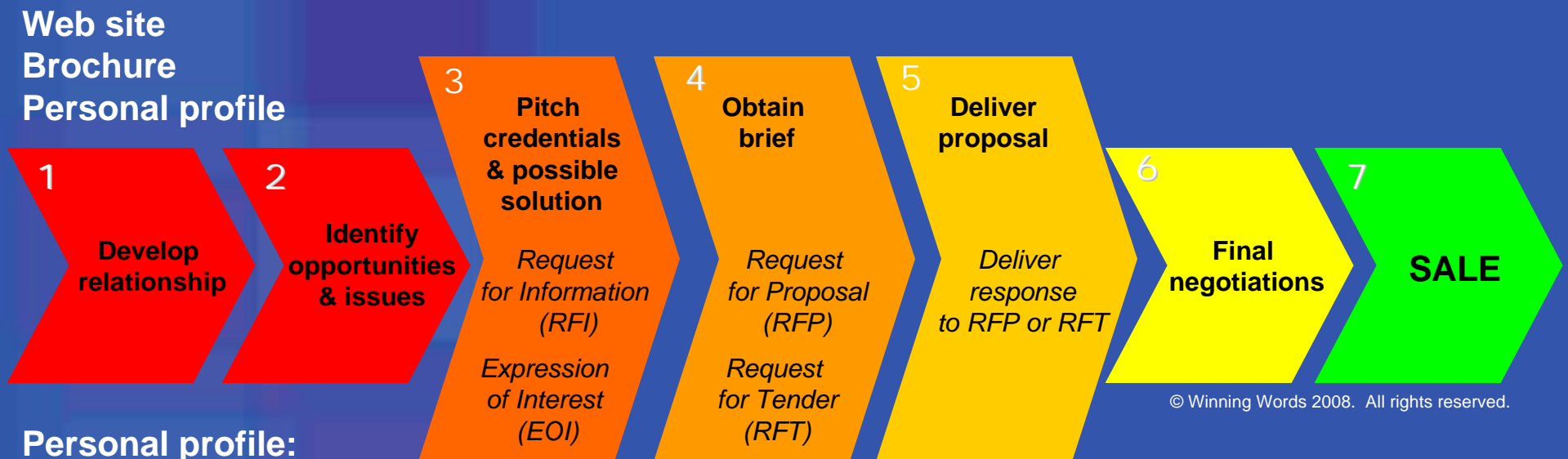


# The Winning Sales Process



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# Each stage needs different collateral...what would work for you?



Web site  
Brochure  
Personal profile

Personal profile:  
customised to  
industry/  
opportunity  
White papers  
Case studies  
Samples of past work

Briefing checklist  
Discussion document

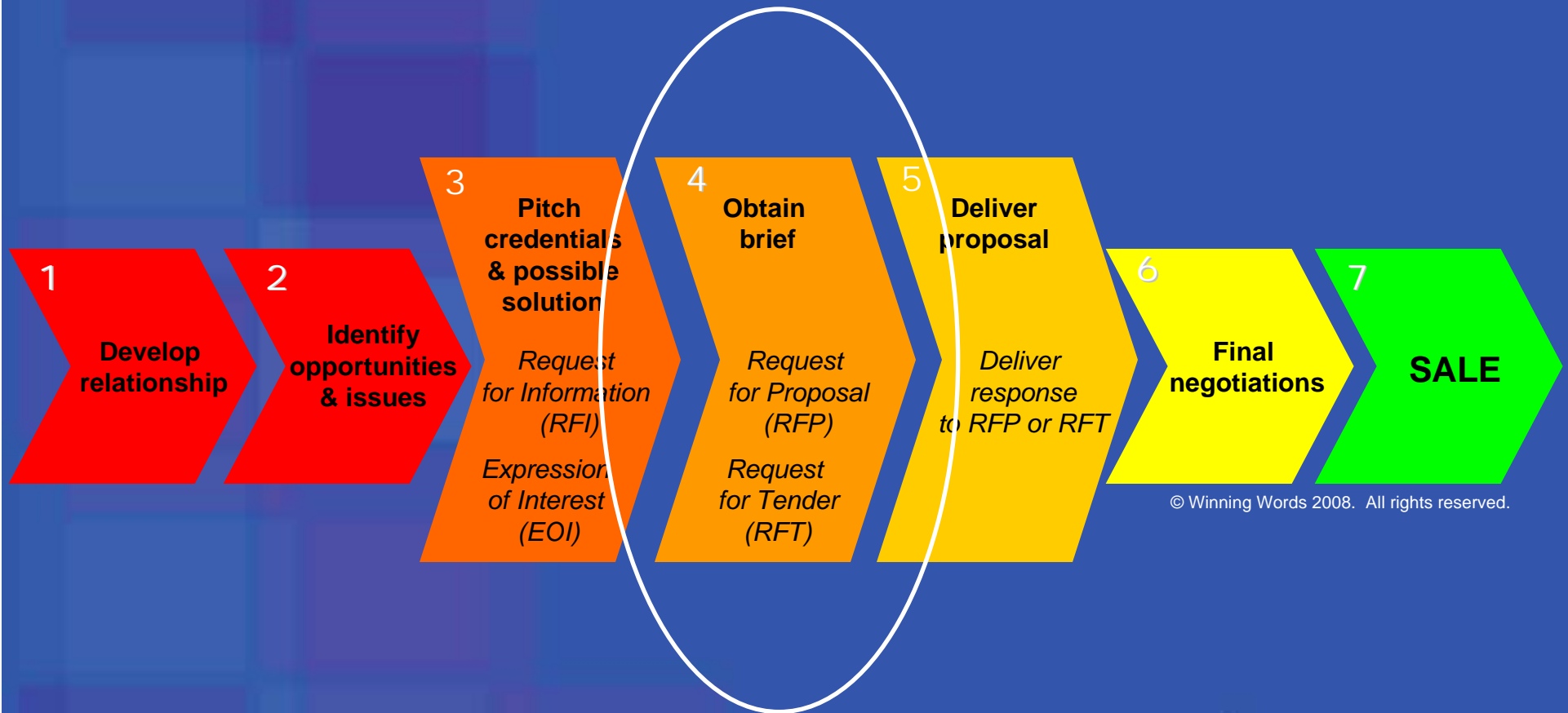
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# Setting up your engagement process and paperwork



# The Winning Sales Process



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## A brief ...

- Tells you exactly what the prospect is looking for
- Gives you the parameters of the purchase
- Helps you write a targeted proposal

# Structuring your proposal

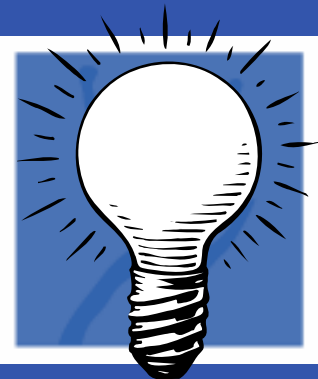


**A winning proposal fits the buyer perfectly.**

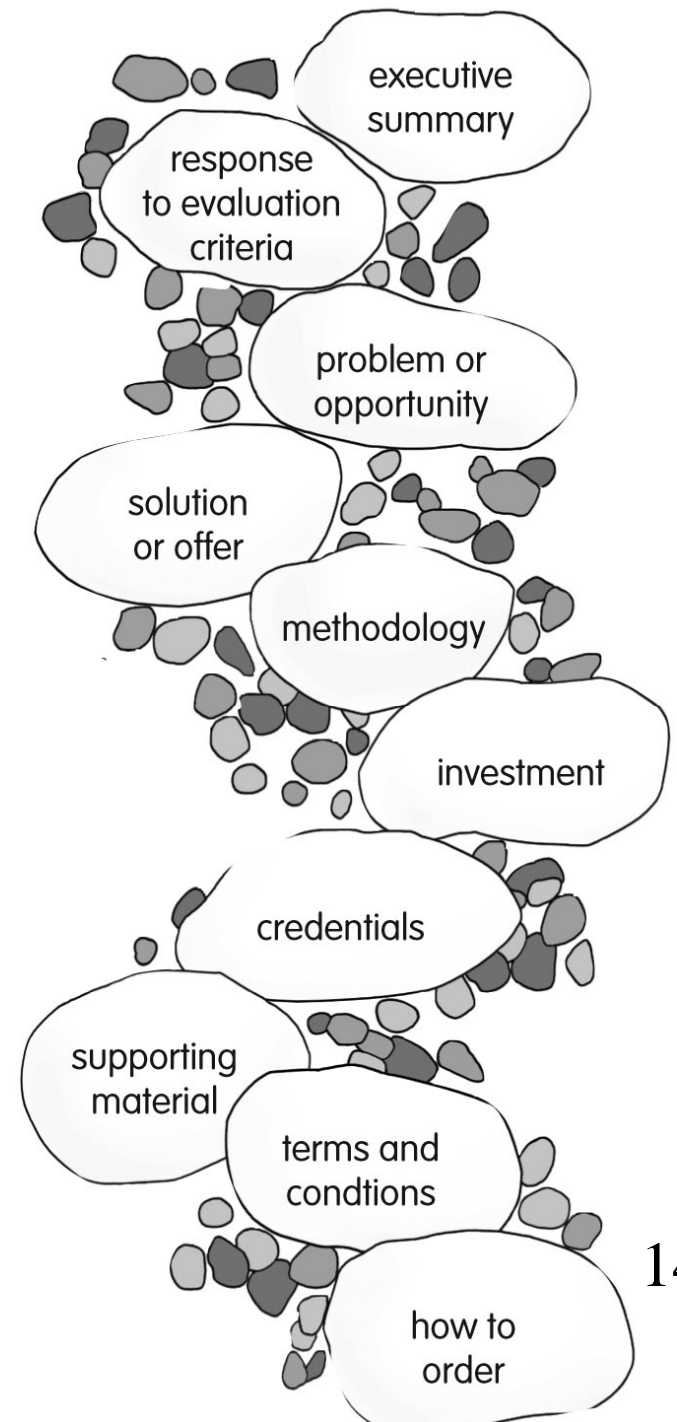
# A winning proposal.....

- Clearly identifies the customer's problem, or opportunity, and describes your solution.
- Describes in detail what you will deliver to the customer, and how you propose to deliver it.
- Confirms your qualifications to do so.
- Makes it easy for the customer to buy from you.

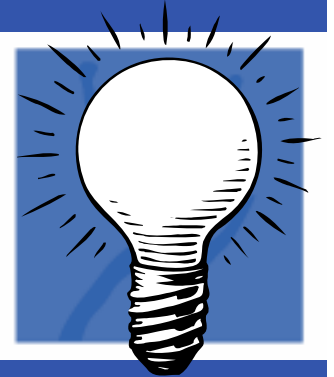
# The White Pebbles proposal building method



**Each White Pebble represents a section of your proposal, and the basic order in which you present your argument.**



# Appealing to buyers



# Protecting your business interests



# Putting it all together...an example



"A quick way to learn a great deal about proposal writing...  
excellent value...highly recommended." Australian Marketing Institute  
"Strategies, tactics, how-to's and tips that any business can use." Herald Sun

# The SHREDDER Test



*The Australian  
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# Three ideas to work on

