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Q&A

CORPORATE COACH ACADEMY



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Writing Client-CENTERED PROPOSALS



QI need quick tips on how to improve writing proposals. Due to a lack of training, my proposals are very basic. I put down all the prospect's queries on one side, and give answers to each one of them on the other side.

However, I can't go on doing it this way as this is limiting me from getting major accounts, which usually want proposals to be done more professionally. Can you help? – *Handicapped*

A Obviously, your style of writing does not reflect well on you, the company, and even the products you are selling.

A more professional format is needed for it to speak well of you. Professional sales people are usually good in selling but they need to be wholesome – good in both the front and back end of their duties. In fact, as you go higher, the back-end role becomes more important.

Bottom-Line: Here are some quick tips for professional proposal writing.

Overall, write a client-centred proposal that makes the client more important than your products. Starting off with a key summary is important. It's not about an introduction of yourself, but your claim on what you can do for them that will bring them bigger results. This is good for the busy decision-makers who want a quick read on what you have to offer.

Then, on the body of the proposal, show how different you are from others and how your products can meet their needs better.

Put in separate paragraph every key point clearly; for instance, one paragraph on the product description, one on the value, one to show evidence, one to state the investment, and finally one to say something

about your company.

End your writing with a request on when you can follow up with clients on what you have proposed.

Powerful Questions:

- What is the purpose of your sales proposal?
- What are the key areas you want to cover?
- Which pointers should come first?
- How will you write it in a clear and concise way?

Raising The Success Rate Of Sales Proposals

Q For every 10 proposals I sent out, only three prospects will respond. This is considered poor by anyone's standard. It is not about the quality of my proposals or the quality of our products, which are among the best in the marketplace.

There must be other factors that I'm not aware of. I need to find out so that I am not disheartened by my results. Not getting the sales is one sore point, the other is the

number of hours I have put into writing it. Please help. – *Cheated*

A It may not be about the way you write your proposal but whether it should be even written in the first place. Writing proposals is like prospecting. You need to qualify them to know which ones you are prepared to put in the effort and time to write, and which ones you will not bother with.

You must not only be satisfied that it's worthwhile to write it but must also assess to some extent whether you stand a good chance of getting the sale.

Although being hardworking and diligent are great virtues, they need to be managed well lest you waste your time, is taken advantage of and is denied of doing what matters most.

Bottom-Line: The first place to start before you put anything on paper is to ask whether the prospect is serious about your sales proposal. Do not bother if you know that he's going

around on a "shopping spree" asking everyone to send in their sales proposal.

Only when you are satisfied with your decision to write it should you, call up the relevant person to find out exactly what should go into the proposal.

Once you have done that, write a simple, clear and mistake-free proposal that is reader friendly so that it not only gets read, but impresses the client as well.

Powerful Questions:

- What's your reason for wanting to write a sales proposal?
- What does the prospect want in the proposal?
- What are the key points to put in the proposal that will attract your prospect to read it?
- How can you make it simple, clear and short?

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