

Writing a Customer-Driven Proposal Facilitates the Sales Process

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Most sales proposals fail because they are written from the seller's point of view. Sales-driven proposals do not help the buyer buy—they only try to sell. These proposals include minimal buyer information but an abundance of seller information.

A customer-driven proposal gives you an opportunity to help the buyer buy. The writing process itself adds clarity to the sale. It helps you through the sales process because it:

- ?? Prompts, and in some cases even forces, you to gather sufficient and accurate information about the buyer's current situation and organization; through this process, you build a rapport with the buyer and identify and comprehend buyer expectations, needs, wants and problems
- ?? Requires an accurate description of the product or service being sold and defines its specific financial and non-financial benefits for the buyer; here the proposal can eliminate confusion and fulfill buyer expectations
- ?? Includes a complete explanation of how the product or service will be installed, produced, implemented, delivered or introduced for the buyer; here you can use the proposal to meet the buyer's expectations by minimizing perceived risk and satisfying concerns
- ?? Describes the business aspects of the deal, the buyers of the deal, the buyer's expectations relative to such things as the seller's staffing levels, roles, responsibilities, timeframes, fees/prices, and invoicing schedules

A proposal directly reflects your abilities and your concern for delivering quality. In today's competitive world, can anyone afford to jeopardize even one sale with a poor quality proposal?