



# SMME Clinic Masterclass

## ONE page proposals

Izane Cloete-Hamilton  
(CPP APMP)

*"If you can't explain  
something in a  
few words, try fewer".  
- Robert Brault*

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# On today's agenda

## Learning outcomes

1. Why only one page?
2. When to use a one-page proposal – and when not to
3. How to write a one-page proposal
  - Persuasion
  - Structure
  - Template

## Take aways

1. The presentation
2. Top tips
3. A template

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# Pop quiz



Why only ONE page?

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# Pop quiz



When should you use a  
one-page proposal –  
and when not?

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# How to write a one-page proposal

1. Selling is persuasion
2. How to structure a one-page proposal
3. A template to make life easier

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# 1. Selling is persuasion

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# PPPPP

## Proper Planning Prevents Poor Proposals

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# Proposals must contain 4 things

1

Evidence that you **understand the business problem or need**.

2

A **recommendation for a specific approach**, program, system design or application that will solve the problem and produce positive business results.

3

A **compelling reason** for the client to choose you over others. This is your **value proposition**.

4

**Substantiating evidence** that helps answer the question, “Can they really do this?” Good evidence includes case studies, references, testimonials and resumes of key personnel.

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# Decision making process

Will it do  
what I  
want?

Can they  
do it?

Is it value for  
money?

Why  
them?

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# Understand your customer

1. What is the customer's problem, need or vision?
2. Why is this problem a problem?
3. What outcomes or results do they want?
4. Which results have the highest priority?
5. What solutions can we offer?
6. What results will each solution produce?
7. Which solution is best and why?

7-step analysis - Tom Sant

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## 2. Structure and design

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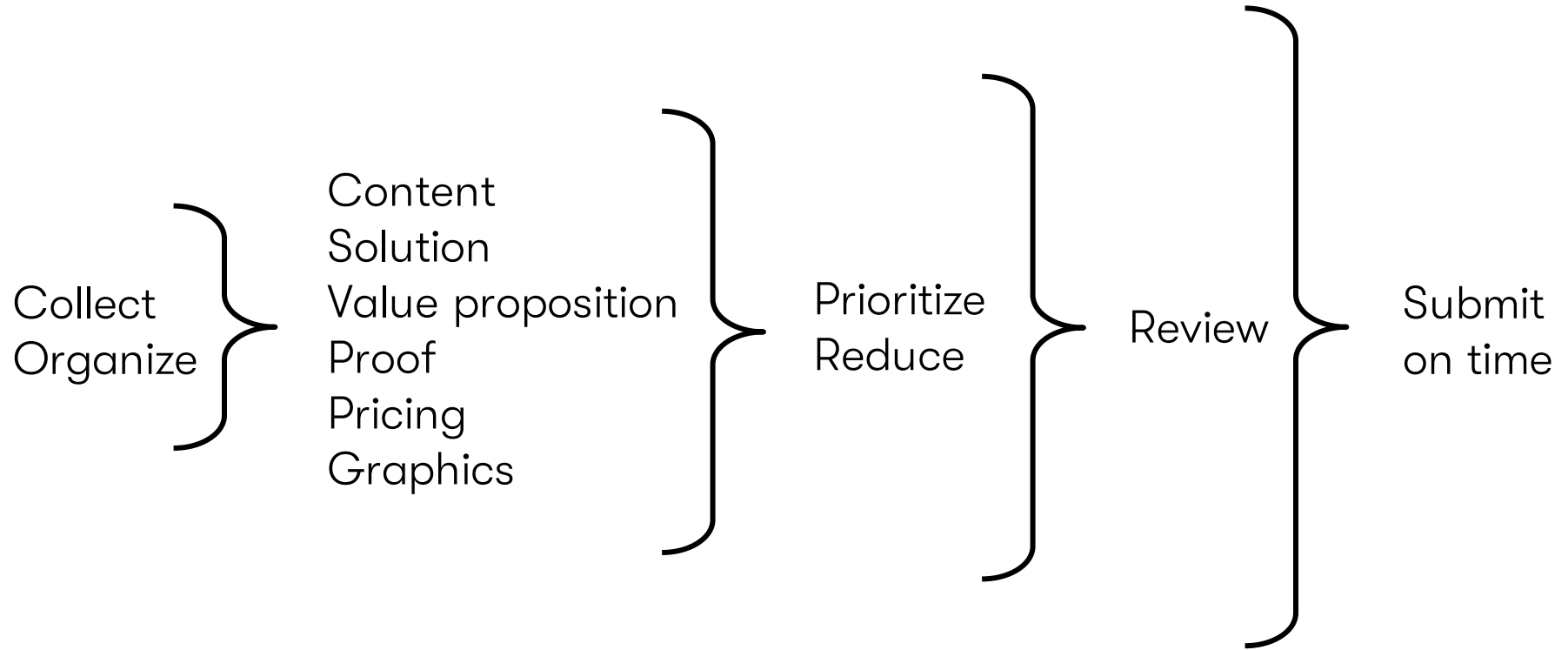
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**SMME CLINIC**  
Practical Business Remedies

# Six steps structure for success

Selling starts with  
the first word

Needs  
Outcomes  
Solution  
Evidence

Show me the  
~~money~~  
value for money

Ask for the business

Review

Submit

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# First impressions count and selling starts with first impressions



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# Pop quiz

How do you title  
your proposals?



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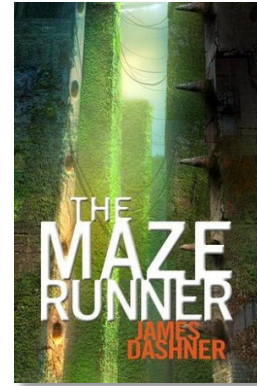
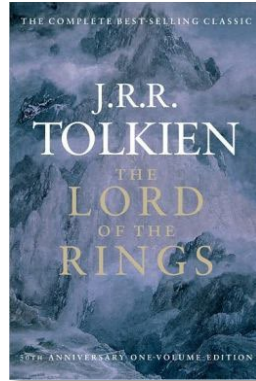
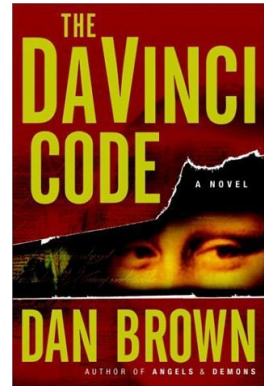
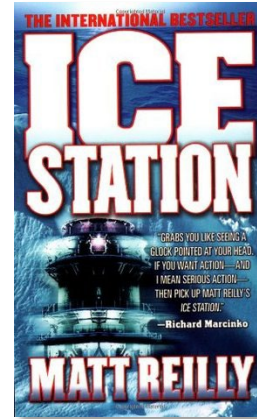
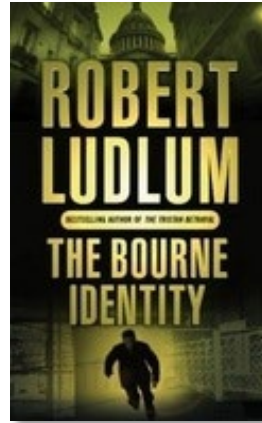
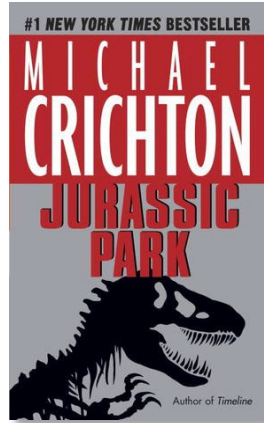
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# Persuasive titles

Which one would you read first?

Proposal

Increase  
your  
sales  
today

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# Let's build it CUSTOMER FOCUS



Save time and increase sales with  
**ONE-PAGE PROPOSALS**

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TO Elmarie Goosen  
elmarie@clinicwithpurpose.com 14 July 2022

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# Six steps structure for success

Selling starts with  
the first word

Needs  
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Evidence

Show me the  
money  
value for money

Ask for the business

Review

Submit

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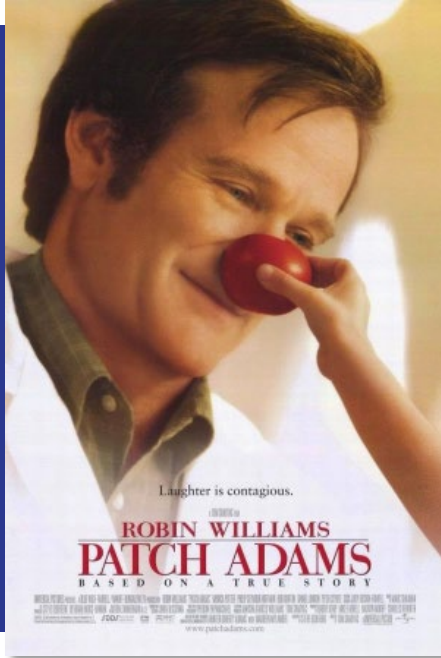


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# Win by a NOSE



## NEEDS

Demonstrate understanding of the customer's key business needs or issues

## OUTCOMES

Identify meaningful outcomes or results from meeting those needs

## SOLUTION

Recommend a specific solution

## EVIDENCE

Build credibility by providing substantiating details

Tom Sant

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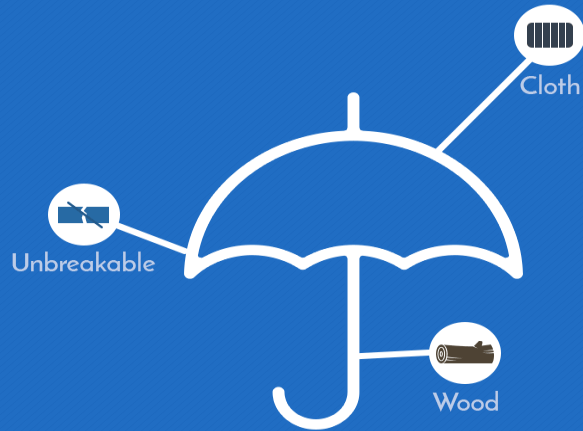
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# Link benefits to features

## FEATURES



## BENEFITS



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**SMME CLINIC**  
Practical Business Remedies

# Let's build it NEED

Clinic with Purpose beneficiaries understand that proposals are an essential tool for winning new business. A one-page proposal is a helpful tool that you can use as an overview before a detailed proposal. It can also be a stand-alone document that provides the prospect with everything they need to know to make a buying decision quickly.

Proposals range in size, format, and complexity. Writing a persuasive pitch summarizes the value of your offering, how you can resolve your client's challenges, and why the client should select you over the competition.

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# Let's build it OUTCOMES

By attending our one-page proposal workshop, delegates will learn how to:

- ✓ Use a single page to your best sales advantage
- ✓ Write a persuasive proposal
- ✓ Structure your proposal to increase persuasion
- ✓ Use plain language and effective design to convey your message
- ✓ Tweak your own template to save time

*“This is highly recommended -  
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Joe Bloggs, Sales Manager

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# Let's build it SOLUTION

Entrepreneurs and small business owners are busy people. You need the biggest learning impact in the shortest time. Therefore, we deliver the workshop online and in just one hour. It is also recorded so that delegates can revisit it again and again. The workshop is packed with practical tips that you can apply in all your proposals. As a bonus, we include a simple one-page proposal template that you can tweak to suite your needs.

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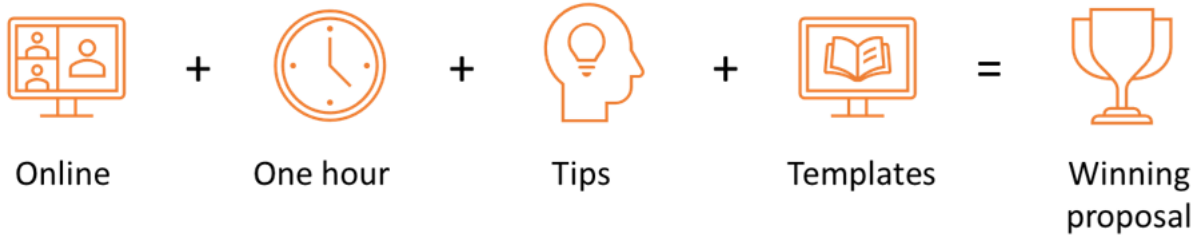


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# Let's build it SOLUTION



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# Let's build it SOLUTION

## The price

Book one workshop for R1.

*“The best value for money any workshop has ever delivered.”*

Jane Block, Bid Manager

## The fine print

- We are ready to deliver the workshop (with 2-weeks' notice)
- Pricing excludes VAT
- Invoices are payable within 14 days of issue

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# Let's build it EVIDENCE

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# Pop quiz



What sort of evidence can you think of to include in your next proposal?

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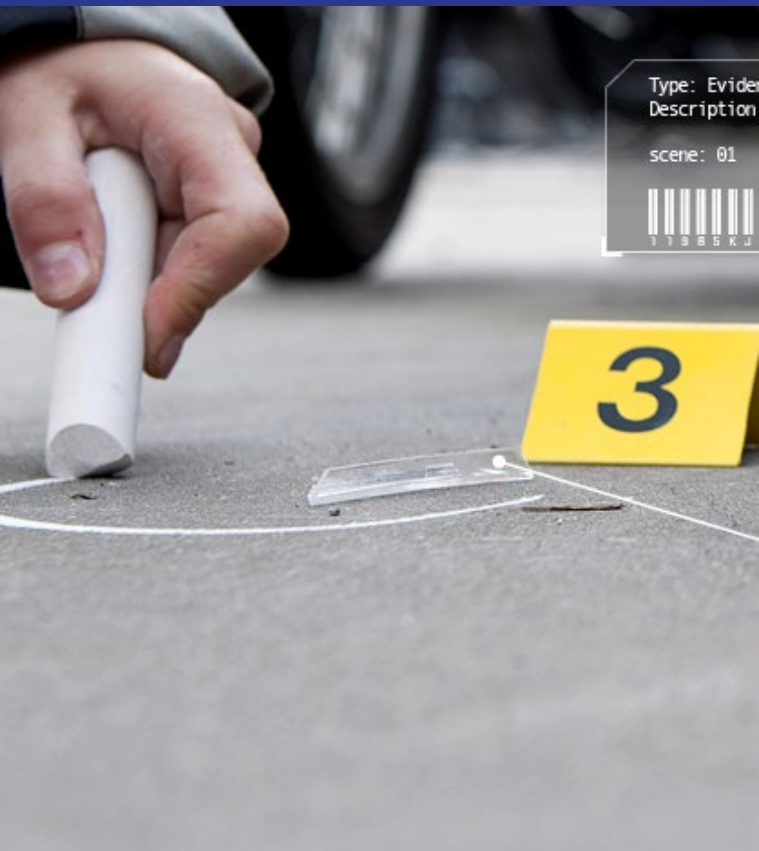
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# Evidence

- References
- Testimonials
- Team résumés
- Project plan
- Company capabilities
- Management philosophy
- Guarantees
- Quality control methodology
- Category authority
- Simplicity
- A real guarantee
- Honesty
- Highly recognised third-party testimonials, validation (press clips, articles, awards, etc..)
- Being first (at something)
- Innovation
- Defying conventional wisdom

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# Six steps structure for success

Selling starts with  
the first word

Needs  
Outcomes  
Solution  
Evidence

Show me the  
money  
value for money

Ask for the business

Review

Submit

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# Let's build it

## VALUE FOR MONEY & ASK FOR THE BUSINESS

### The price

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# Let's build it VALUE FOR MONEY & ASK FOR THE BUSINESS

We are committed to growing proposal writing skills amongst entrepreneurs and small business owners. Therefore, you will receive **10% discount** on all additional workshops you book in the next 6 months.

I will call you on Monday, 18 July to discuss the next steps.

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# Let's build it VALUE FOR MONEY & ASK FOR THE BUSINESS

**Izane Cloete-Hamilton**

Chief Inspiration Officer

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+27 84 460 7386 [www.nfold.com](http://www.nfold.com)

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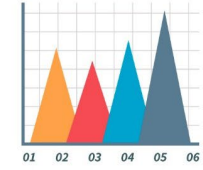
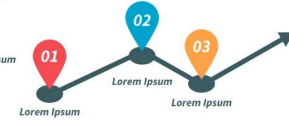
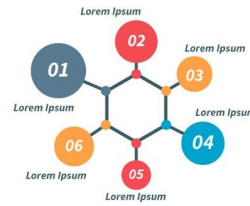
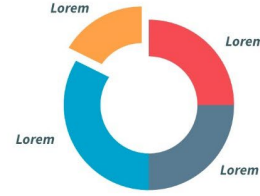
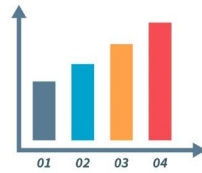
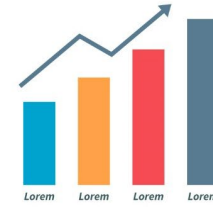
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# Make it visual



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# Six steps structure for success

Selling starts with  
the first word

Needs  
Outcomes  
Solution  
Evidence

Show me the  
money  
value for money

Ask for the business

Review

Submit

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# Review to improve

- Check the facts
- Articulate the value
- Meet the scope of work
- Double check the numbers
- Clear, crisp writing?
- Are any statements vague or confusing?
- Can any words or sentences be removed?
- Any spelling, grammar, punctuation error?



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# TOP TIPS

## Persuasion tests

### Ask more questions to get the answers

1. Do you honestly understand what the customer want?
2. Why is it necessary? Why are you recommending it?
3. How will the customer benefit from it?
4. When and where will it be delivered?
5. How much will it cost?
6. So what?
7. Why? Why? Why? Why? Why?
8. Find & replace
9. How will you prove it?
10. Who else can claim the same?

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On time!

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### 3. A template to make life easier

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Customer logo	Persuasive title
---------------	------------------

TO: Customer contact and email	Date
--------------------------------	------

Value/need statement/problem you are solving

Value/need statement/problem you are solving

Value/need statement/problem you are solving

<ul style="list-style-type: none"> <li>✓ Outcomes/results from meeting the need</li> <li>✓ Outcomes/results from meeting the need</li> <li>✓ Outcomes/results from meeting the need</li> <li>✓ Outcomes/results from meeting the need</li> </ul>	Proof/evidence/credibility builder
--	------------------------------------

Short solution description

Short solution description

Short solution description

Short solution description

Graphic
---------

Price Terms and conditions	We can start/deliver.... More evidence	Graphic
-------------------------------	---	---------

Next steps

Your name  
Your designation  
Email address  
Contact number  
Website

Your logo



Save time and increase sales with  
**ONE-PAGE PROPOSALS**

TO Elmarie Goosen  
elmarie@clinicwithpurpose.com

14 July 2022

Clinic with Purpose understands that proposals are an essential tool for winning new business. A one-page proposal is a helpful tool that you can use as an overview before a detailed proposal. It can also be a stand-alone document that describes everything the client needs to know to make a buying decision quickly.

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**The price**  
Book the workshop now for R1.

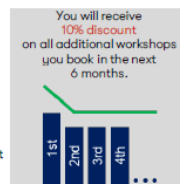
*"The best value for money any workshop has ever delivered."*  
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Elmarie, I will call you on Monday, 18 July to discuss the next steps.

Izane Cloete-Hamilton  
Chief Inspiration Officer  
izane@nfold.com  
+27 84 460 7386  
www.nfold.com

**nFOLD**  
inspiring success



## For winning

1. Never title your proposal "Proposal"
2. Focus on your customer's business needs
3. Avoid lengthy corporate histories
4. Keep your proposals as short as possible
5. Eliminate jargon
6. Highlight key points
7. Quantify your benefits and pay-back
8. Rank your unique factors
9. Ghost the competition
10. Ask for the business

Tom Sant

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# Sources

- nFold
- APMP
- The One-page Proposal by Patrick G. Riley
- [How to Write a One-Page Proposal \[with Template\] \(instructionalsolutions.com\)](https://instructionalsolutions.com)
- Post by [Mary Cullen](#) *Originally published September 7, 2021, updated October 11, 2021*

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# Thank You



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