



# SMME Clinic Masterclass

## ONE page proposals

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

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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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# 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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## 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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# Thank You



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