

Customer logo	Persuasive title
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TO: Customer contact and email	Date
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Value/need statement/problem you are solving

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<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> <li>✓ Outcomes/results from meeting the need</li> </ul>	Proof/evidence/credibility builder
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Short solution description

Short solution description

Short solution description

Short solution description

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

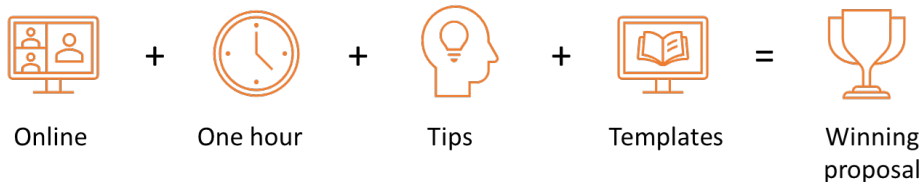
Proposals range in size, format, and complexity. Writing a persuasive pitch summarizes the **value** of your offering, how you will solve your client's challenges, and why the client should **select you** over the competition.

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 - the best proposal training I have ever attended."*  
Joe Bloggs, Sales Manager

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.



### The price

Book the workshop now for R1.

*"The best value for money any workshop has ever delivered."*  
Jane Block, Bid Manager

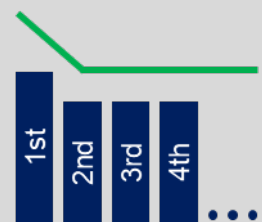
### The fineprint

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

nFold is Africa's first and only APMP Authorised Training Organisation and an APMP Premium Consultancy.

We are committed to growing proposal writing skills amongst entrepreneurs and small business owners.

You will receive **10% discount** on all additional workshops you book in the next 6 months.



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

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