



SMME Clinic Masterclass

How to win with 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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What you'll learn today

1. Why only one page?
2. When and why to use a one-page proposal
3. Writing structure and persuasive strategy

What you'll walk away with

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

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Pop Quiz

Why one page?

- A. People don't read 10-page proposals
- B. It forces clarity
- C. One-pagers are faster to write and easier to decide on



Which one do you agree with most?

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Pop Quiz

When is one page enough?



You're pitching a product idea to a potential partner



You're responding to a government RFP

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Persuasion = Selling smarter

You're not writing to inform. You're writing to influence a decision.

Persuasive writing = focused + relevant + clear.

The 4 essentials of every winning proposal



1

Speak to the real business problem.



2

Offer a focused, fit-for-purpose solution



3

Show why you're the best choice.



4

Back it up with real evidence.

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PPPPP

Proper Planning Prevents Poor Proposals

Most proposal mistakes happen before the writing begins.

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Know what they care about



1. What is the customer's real problem?
2. Why is that problem a problem?
3. What do they want to achieve?
4. What matters most to them?
5. What solutions can we offer?
6. What outcome will each option deliver?
7. Why is our solution the best?

7-step analysis - Tom Sant

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The core formula – NOSE



Win by a NOSE – Dr Tom Sant

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

Make it convincing

The proposal flow that wins

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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Grab attention early

The sale starts before the first bullet point.

Selling starts with
the first word

Needs
Outcomes
Solution
Evidence

Show me the
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First impressions count (and sticks!)

You're already being judged — might as well look sharp.



Pop Quiz

Proposal titles sets the tone.

Which one grabs attention?

- A. Proposal for XYZ
- B. Cut your procurement lead time by 50%
- C. Smart logistics,
smarter margins



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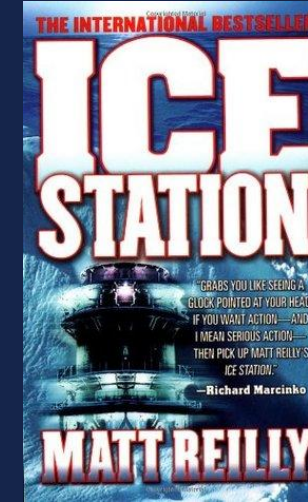
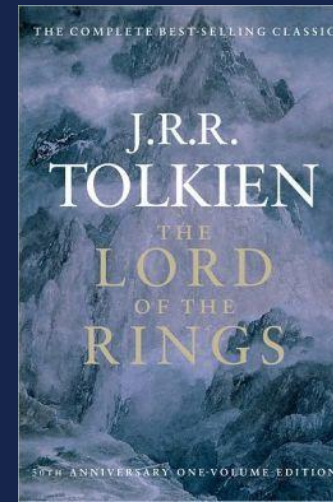
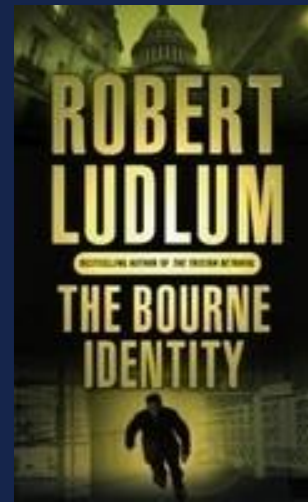
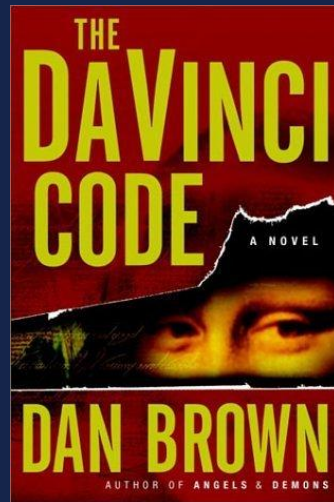
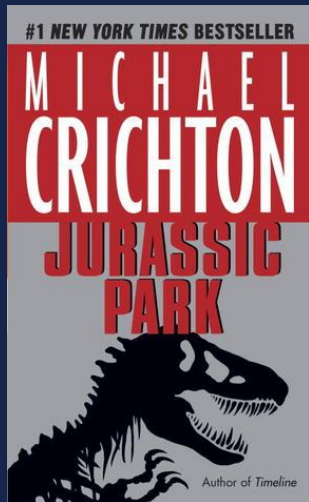
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What makes you pick a book?

You judged these by their covers. Now think about your proposal titles...



Persuasive titles

The title is your first line of persuasion. Make it benefit-driven and urgent.

Which one would you open first?

Proposal

Increase
your
sales

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Understand, solve, prove

These four build your persuasive foundation.

Selling starts with
the first word

Needs
Outcomes
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Evidence

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Build the one-pager

Let's build it: NEED

Start by proving you understand their world.

Entrepreneurs and small business owners need a fast, practical, and persuasive way to win more work without wasting time on long, complex proposals.

Clinic with Purpose knows that entrepreneurs and business owners need practical tools to win more work, faster. One of the most powerful — and underused — tools in any sales toolkit is the one-page proposal.

A one-page proposal acts as a punchy pitch: it captures value, solves the client's problem, and makes it easy for to say yes. Whether used as a teaser or a full proposal, it helps small businesses stand out — without spending hours writing long documents.

This workshop will equip your network with a proven structure and practical techniques to write persuasive, plain-language proposals that close deals.

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Let's build it: OUTCOMES

Your reader needs to see what success looks like.

Delegates gain practical, repeatable skills to write persuasive one-page proposals that lead conversations, save time, and drive action.

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

- Use a single page as your most powerful sales tool
- Write persuasively, using plain language that wins
- Structure your proposal to lead, not plead
- Design for attention, clarity, and action
- Tweak your own templates to save time on every bid

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Let's build it: SOLUTION

Your reader needs to know how you'll make their life easier.

A 1-hour online workshop designed for speed and practicality, offering immediately usable skills and real-world proposal tips. Includes lifetime access to the recording and a ready-to-use one-page proposal template to accelerate implementation.



Online

+



One hour

+



Tips

+



Templates

=



Winning
proposal

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Pop Quiz

What counts as proof?

Think of one thing you've seen
in a great proposal that built
trust fast.



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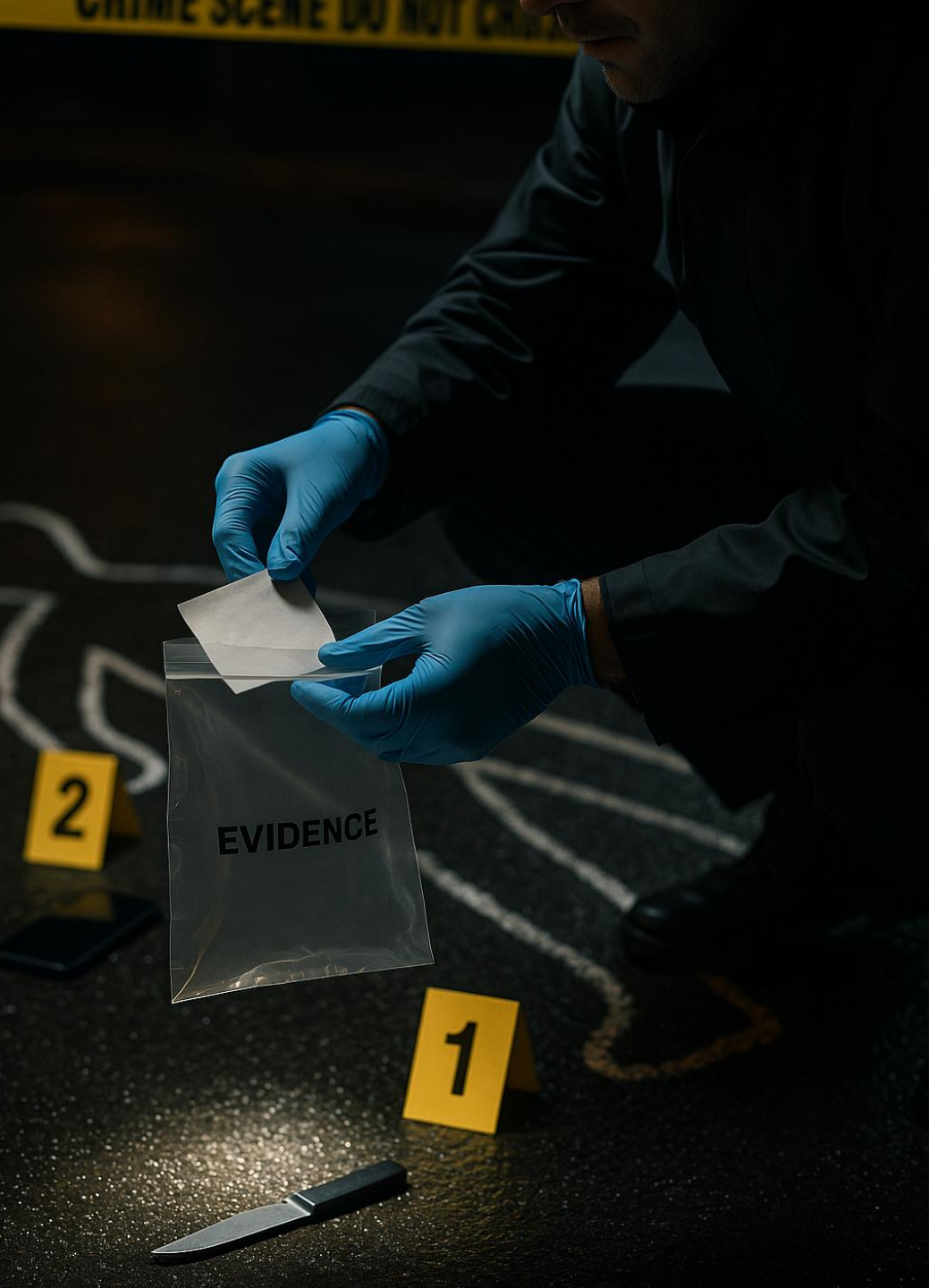


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What great evidence looks like

External proof

- Testimonials
- Accreditations
- Awards

Strategic framing

- Guarantees
- Innovation
- Category authority

Internal credibility

- Team CVs
- Methodology
- Plans

Let's build it: EVIDENCE

***Back it up with
credibility that
matters***

Your reader needs proof they can trust you.

nFold is Africa's first and only APMP authorised training organisation.

As recognised by
APMG

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

*"This is highly recommended –
the best proposal training I
have ever attended."*
Joe Bloggs, Sales Manager

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Value & call to action

Here's where you close the deal - with confidence and clarity.

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

This is the part they'll remember - make it simple, irresistible, and clear!

INVESTMENT

- Book one workshop for R100.

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

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



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Let's build it

ASK FOR THE BUSINESS

Your reader needs to know what happens next.

Elmarie, I will call you on Monday, 18 July to discuss how to roll this out to your network.

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Review & refine

Review with ruthless precision

Review isn't proofreading. It's strategic quality control.

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How to spot a proposal fail before the client does

Numbers

- Check facts
- Scope of work
- Double check the math

Language

- Clarity
- Grammar
- Cut unnecessary words

Persuasion

- Is the value obvious?



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PERSUASION STRESS TEST

Will it convince a sceptic?

Run your draft through this mini-gauntlet before you submit.



- Ask “Why?”
- Ask “So what?”
- Replace buzzwords
- Prove your claims

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Submit on time - or don't bother

The best proposal in the world is useless if it misses the deadline.

Selling starts with
the first word

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Outcomes
Solution
Evidence

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~~money~~
value for money

Ask for the
business

Review

**ON
TIME!**

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Template & practice



Win business with one page.
No fluff. Just impact.

Elmarie Goosen
elmarie@clinicwithpurpose.com

18 June 2025

Clinic with Purpose knows that entrepreneurs and business owners need practical tools to win more work, faster. One of the most powerful — and underused — tools in any sales toolkit is the one-page proposal.

A one-page proposal acts as a punchy pitch: it captures value, solves the client's problem, and makes it easy for to say yes. Whether used as a teaser or a full proposal, it helps small businesses stand out — without spending hours writing long documents.

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- ✓ Design for attention, clarity, and action
- ✓ Tweak your own templates to save time on every bid

"This is highly recommended - the best proposal training I have ever attended."

Joe Bloggs, Sales Manager

Entrepreneurs and small business owners don't have time to waste. They need practical skills they can apply immediately. That's why this workshop is just one hour, delivered online for maximum convenience, and includes access to the recording for easy reference. It's fast, focused, and packed with real-world tips delegates can use in any proposal. As a bonus, we include a ready-to-tweak one-page proposal template so they can hit the ground running.



Online



One hour



Tips



Templates



Winning
proposal

INVESTMENT

Book the workshop for only R100.

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

The fine print

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We specialise in helping entrepreneurs and small businesses sharpen their proposal writing skills and win more work.



Elmarie, I will call you on Monday, 18 July to discuss how to roll this out to your network.

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nFOLD
inspiring success

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">✓ Outcomes/results from meeting the need✓ Outcomes/results from meeting the need✓ Outcomes/results from meeting the need✓ Outcomes/results from meeting the need✓ Outcomes/results from meeting the need	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
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Next steps

Your name
Your designation
Email address
Contact number
Website

Your logo

Wrapping up

Tom Sant's top 10 tips 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

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Your next proposal win

*Need help with your next proposal?
Let's make it a winner.*

LET'S TALK

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Sources & acknowledgements

Content draws from respected industry experts and original nFold research

- nFold
- APMP
- The One-page Proposal by Patrick G. Riley
- [How to Write a One-Page Proposal \[with Template\] \(instructionalsolutions.com\)](https://instructionalsolutions.com/how-to-write-a-one-page-proposal-with-template/)

Post by [Mary Cullen](#)

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