



Make Your Prospects Earn Proposals

Do you give out proposals and quotes like one of those people standing on the street handing out flyers? “Here, please take one!”

There is a cost to giving out proposals too soon – your prospect doesn’t value it, or your time and you lose the chance to set up a specific next step that would help them earn the proposal.

Example:

- You do a strategy session
- At the end of the session, they ask about pricing or a proposal
- You say you’ll include a proposal with your follow-up email
- They say, “Thanks.”
- You send the proposal and other marketing materials.
- You never hear from them again.

Giving out proposals too easily helps no one – though it might feel good to think, “Sent out another proposal today!” Great – but how many are you getting back?

If you’re not winning at least 50% of the proposals you’re giving out, you’re too easy.

Instead, next time when the prospect casually asks about pricing or a proposal, don’t give it to them until you know they want it. Tell them you’d be happy to, and to do that, you’d need to schedule a meeting or call with them and the key people to ensure the proposal is accurate and meets their needs.

If the prospect declines – then either they aren’t a great prospect, or you didn’t prove your value to them in your prior calls or meetings.

If the prospect wants what you have , now you have another chance to focus your time with them and the other key people on creating a vision of how you can specifically solve their problems...and implement a solution that nails it for them.

If this scares you at first, just try it. You’ll see the balance of power shift from being totally uneven and in their favor, to being more of a mutual balance.