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5 Traits of an Effective Proposal System

- 1. It informs people's decisions** - A good proposal contains everything a prospect needs to decide if they want your product or not - positioning, proof, pricing, risk reversal, and testimonials.
- 2. It minimizes risk** - Some people are gifted enough or skilled enough to close on a sales call alone, however the added backing of a proposal with all the aforementioned elements makes a stronger argument for your offer.
- 3. It builds trust and allays fears** - A good chunk of an effective proposal is proof and testimonials, designed to bolster credibility and address potential concerns a prospect may have.
- 4. It lets you convert more and/or raise your prices** - With so much cred for your product or service collected in one place, more people are likely to go with your offer, and it allows you as well to up your asking rate, as the product will seem well worth it.
- 5. It allows you to sell less** - An effective proposal can make up for what you lack in closing skills. After all, a close is just part of the sale - just as important, if not more so, are the opening, investigation, and presenting stages. The proposal ideally includes in itself sales elements that will help close the deal.

Get help with your proposal from Trevor Crook at [Smofo.com](https://smofo.com)