



# Winning Proposals



**5** *CAST-IRON*  *TO WIN*  
*MORE CLIENTS* AND   
*DOWN MORE*  
**\$uccess**

*Peter Lawless*



# *5 Keys to Winning More Proposals*



Know What Customers Want!



When to Walk Away!



Be Uniquely Smart?



It's a Business Plan for Them!



Use Powerful & Persuasive Language!



# *The Twin Peaks of Motivation*



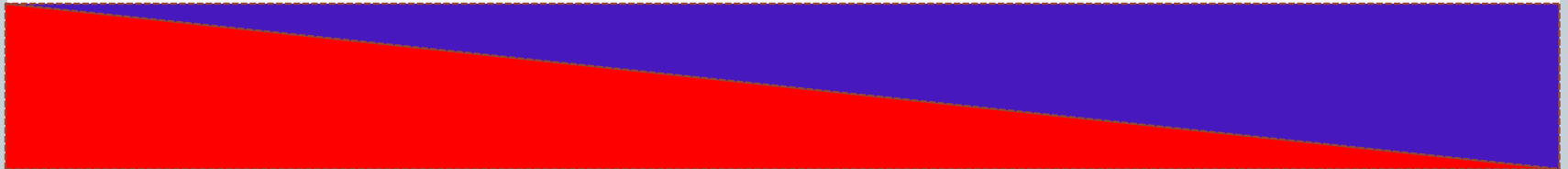
**Away From**

**Towards**



**Pain**

**Pleasure**





# ***What Your Customers Want & Don't Want***

## ○ **Bad Emotions**

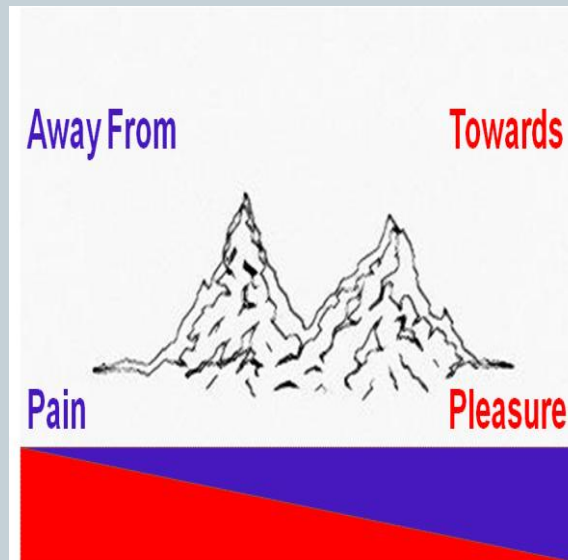
- Bad Decisions
- Hassle
- Criticism
- Stress

## ○ **Less Money**

- Reduce Losses
- Save Money

## ○ **Time Wasting**

- Inefficiency
- Long Days



## ○ **Good Emotions**

- Good Decisions
- Success
- Happiness
- Status

## ○ **More Money**

- Higher Profit
- Increase Sales

## ○ **More Time**

- Productivity
- Free time



## *How Can We Win More often?*

***“By Not Losing!”***

“He who knows when he can fight and when he cannot, will be victorious.”

*Sun Tzu – Art of War*





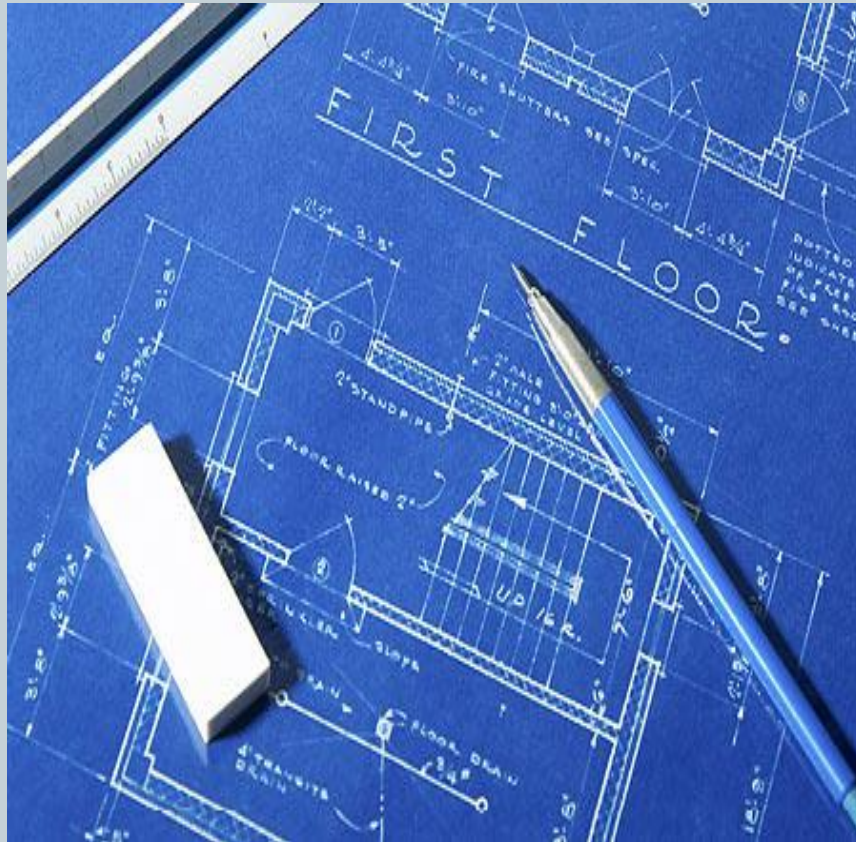
## **Be Unique, Special and SMART!**



- What do your customers **S**pecifically want?
- How will your customers **M**easure the value?
- What will they **A**chieve?
- Is their expectation **R**ealistic?
- At what **T**ime can they get the benefit?



# *It's your Customer's Business Plan*



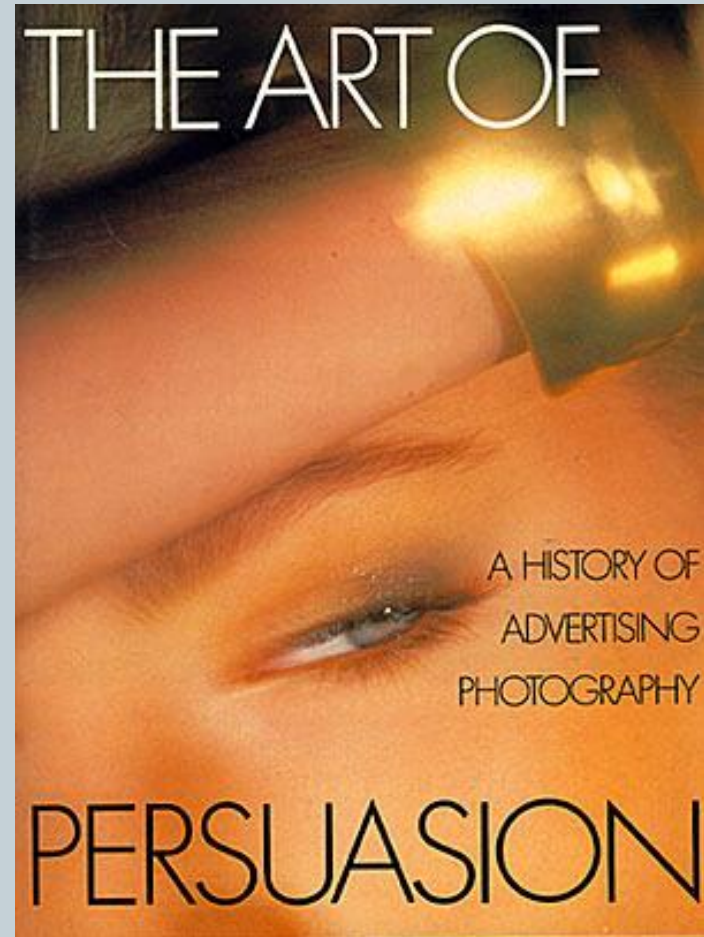
- **Headline Benefit**
- **Executive Summary**
- **Benefit /Cost Analysis**
- **Description of Solution, particularly Why you are Unique**
- **Evidence – Testimonials**
- **Appendices**
  - **CVs**
  - **Detailed Financial**
  - **Project plan**
  - **Product Specs**



## *Persuasion Using Language*



- Who can *See the Value* of Persuasive Language?
- If I said “*Listen carefully*” would that help?
- If you don’t *feel comfortable* you won’t *decide to try* these techniques, will you?





## *3-Part Emails – W.I.I.F.M.*



- Thank you
- Benefits
- Action





# People Focus on Different Priorities



**4. What IF?**

**WHAT** happens **IF** I now go ahead or is there a downside of doing nothing?

**1. WHY?**

Tell me **WHY** I should actually Consider this – what's in it for me?

**3. How?**

Fine, so I know the benefits and what it is, So **HOW** does it work for me?

**2. What?**

OK, so now I know Why, tell me **WHAT** it actually is!

*Thank You*



*Motivation, Sales & Marketing*



*Peter Lawless*

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