



Quoting to Win

This Master Class is for everybody involved in preparing and presenting written quotations - the managers with overall responsibility, the sales people who deal face to face with customers, and the sales office and technical people who have to produce the quotation documentation.

The quotation format used by nearly every business in the world, is the most ill-conceived document of all. This Master Class exists to show suppliers how, by producing more user-friendly 'Sales Proposals', they can win business, time after time.

Why gamble on the chance that your company is offering the lowest price, when you could significantly increase your potential for success by presenting a comprehensively researched, fully justified sales proposal?

You will learn how to sell to Decision Influencers who can put your case fairly to the decision makers, and how to develop the all-important financial justification, without which few customers will give your proposal the green light. In short, the **'Quoting to Win'** Master Class will improve your quote to order conversion rate in a single day, and the improvement will be on-going, not just short-term.

Course objectives

- To double orders won from quotations submitted
- To turn the humble quotation into a powerful selling tool
- To produce a 'winning' proposal every time

Delegates will learn

- Why most quotations look more like invoices
- How to use a better model
- The rules for faxing and emailing proposals
- How to present the customer's objectives
- How to present the summary of benefits
- How to develop financial justifications
- How to develop the back-up
- How to establish your customers criteria for ordering (CFO)
- How to present your proposals