

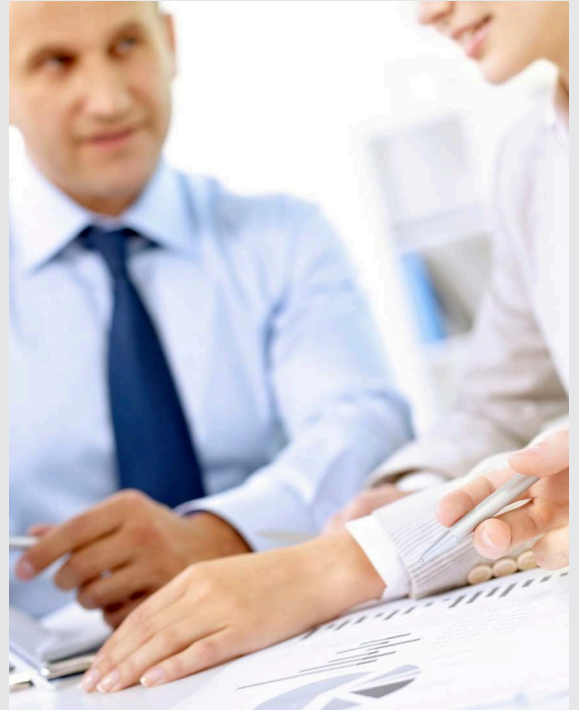
Quoting to Win

Developing & Presenting Winning Proposals

This Master Class is for everybody involved in preparing and presenting written quotations – the managers with overall responsibility, salespeople who deal face to face with customers, and sales office and technical people who have to produce the quotation documentation. This Master Class will demonstrate five easy steps to win more business at a higher price (even against your toughest competitors) that will double, or even triple your quote to order conversion rate.

The quotation format used by nearly every business in the world, is the most ill-conceived document of all and contains all the reasons why a customer/prospect should not buy. If your business uses this format then it is possibly why you are losing so much business to your competitors and why so many customers/prospects are deciding not to buy from anybody at present.

This Master Class is therefore designed to show suppliers how, by producing more user-friendly 'Sales Proposals', they can significantly improve their conversion rate, win more business at a higher price and reduce the current gestation period from submitting a quote to winning an order.



Master Class Objectives

- To DOUBLE the orders won from the quotations currently submitted
- To turn the humble quotation into a powerful selling tool
- To produce a 'winning' proposal every time
- To increase the current conversion rate and at a higher price
- To turn the quotation into your 'silent salesperson'
- To build a clear 'differentiation' between you and your competition
- To reduce the current gestation period of quotes to orders

Delegates will learn

- Why most quotation formats look more like invoices
- How to develop and use a more effective proposal structure and format
- The rules for emailing proposals
- How to present the customer's objectives/needs
- How to present the benefits of the solution
- How to develop and present financial justifications
- How to develop and present your USP's and additional 'support' material
- How to establish and use your existing customer's Criteria For Ordering (CFO) with prospects
- How to present your proposals and use them as a 'closing'