

PROPOSAL 2.0 MASTERCLASS

A Whisky Webinar with Proposify CRO: Conor Cox

HOW WE WILL ROLL



Your Proposal: Proposified

We're going deep on the winning strategies for proposal success - changes you can make immediately.



Fire Away!

Hit us up with all your questions, we will answer as many as we possibly can! (Set chat to 'Everyone')



Learning From the Best

Conor spends all day, every day helping sales pros up their Proposal Game. Let's hear it for the great man!

THE BIG PROBLEM



OUTBOUND
POWERED BY WHY BRAVO

The Big Problem Number 1:

**Our prospects
believe our
proposal looks
just like everyone
else's...**

Even though we know we're unique and
have so much to offer.



THE BIG PROBLEM

The Big Problem Number 2:

**Our buyers read
our proposals and
like our offer,
but still **remain**
indecisive...**

It's like we're missing some magic
ingredient...



THE BIG PROBLEM

The Big Problem Number 3:

**And when we do
send off proposals,
we send them off
into the **darkness!****

With no way of tracking their
progress or next steps...



THE RESULT



**Our proposal
game feels more
like a 'hit and
hope' strategy
than a **homerun**.**

**And our confidence when we send
one out is anyone's guess.**

“

**MARKETING IS A CONTEST
FOR PEOPLE'S ATTENTION**

Seth Godin

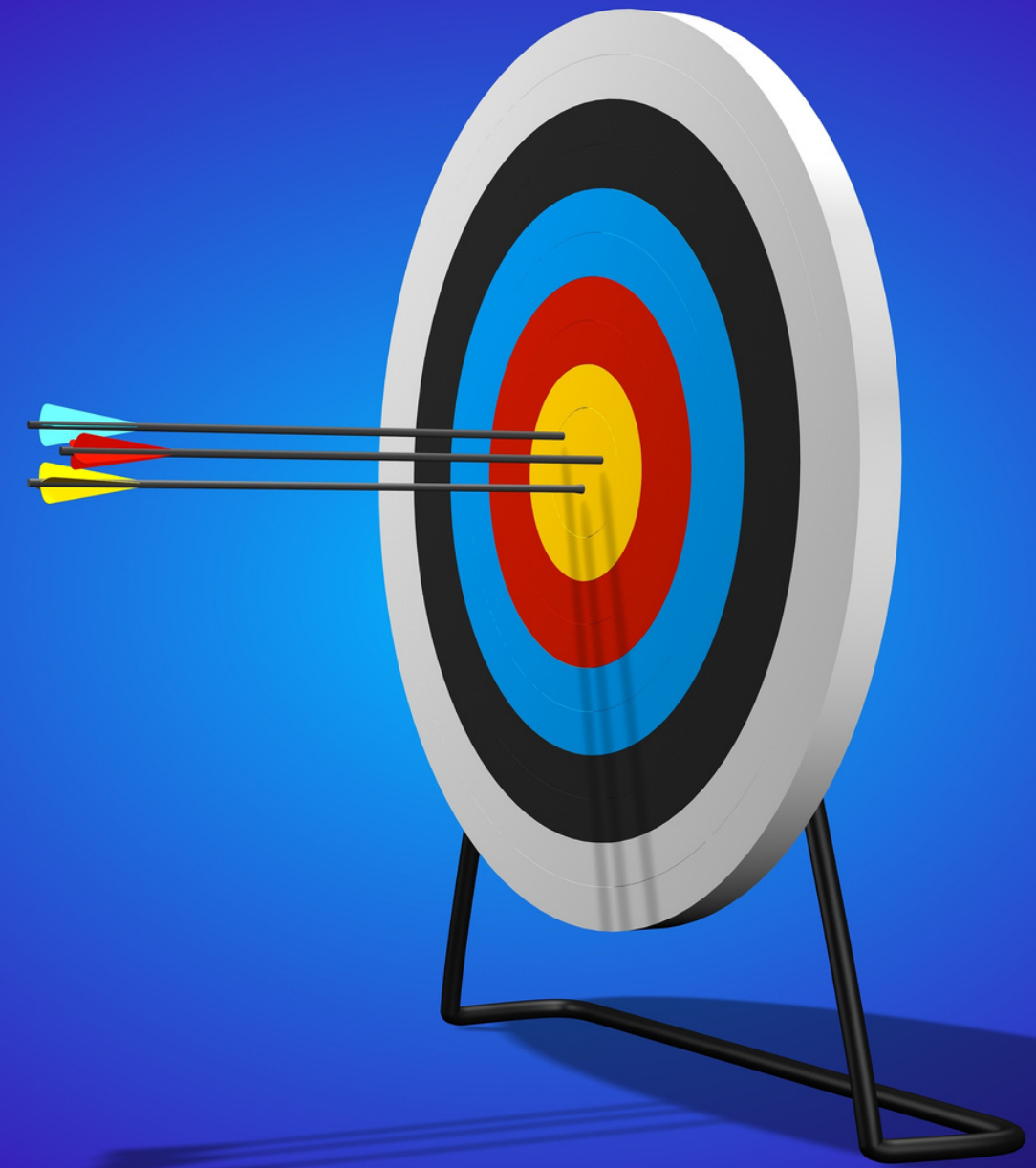
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STRATEGY 1: PERSONALISATION

Ensure your prospect knows one thing for sure:

They're at the front of your mind, and they matter.

Include personalised letters and personalised videos.



STRATEGY 2: MAKE IT EASY FOR THEM

Reduce friction in your proposals where ever possible.

The less they have to 'do', the more simple it is to work with you.

Show don't tell (use visuals and process maps), allow for digital signing.



STRATEGY 3: TRACK YOUR SUCCESS

Your proposal is your prize.

Don't give it away without getting your own wins.

Proposify notifies you when your proposal has been read! (+ stats and data on each page)



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SIMPLICITY
IS THE ULTIMATE SOPHISTICATION

Leonardo Da Vinci

”

QUESTIONS?



WHAT'S NEXT?



Check out Proposify

Try out Proposify - designed to bring this Whisky Webinar to life in your sales team.



A Huge Thanks to Conor!

Shout him out in the comments... and shout him a round of golf if you're ever in Canada.



Join The Next Whisky Webinar

We've got more world class guests from industry-leading companies coming your way.