Freelance Proposal Help

How Using These 2 Simple Closing Techniques Helps Us Win 80% of Our Proposals

Worksheet

The 2 Proposal Closing Problems

So a big problem that we experienced and so many other web professionals experience is that we weren't closing as many proposals as we should've been.... even with the clients that we thought were "done deals"

Do you feel like you're losing proposals that you should be winning?

If so, we found the 2 main problems which was preventing us from winning these "done deals" and 2 simple techniques that helped us to solve these problems so we could consistently WIN 80% of our proposals

Proposal Closing Problem #1

Emailing the client the proposal and then desperately following up with them to "win back" the project.

We found the easy solution to problem #1 was:

Never send the client the proposal…..rather, always present it to them in person or online.

Easily implement this technique by telling clients this:

"When the proposal is ready, I'll reach you to set-up a quick meeting…..so we can go over the proposal together. This will be very helpful for you because I'll be there there to answer any questions you might have, to make any changes, and show you how you can get the project started right away!"

Most clients WANT YOU and expect that you do a proposal presentation with them.

This is what most of them are expecting and deserve so give them what they want thus giving you a better chance to close the deal right after the proposal presentation

Proposal Closing Problem #2

Going through the proposal deliverables and services first, then talking about the price

We found the easy solution to problem #2 was that we simply we flipped this approach.

Instead, we talk about the price first, then present the proposal deliverables and services.

Easily implement this technique by telling clients this:

"Hi (CLIENT), I hope you're having a great day today. I'm so excited to show you the proposal we developed together with you.

I'm sure you're curious about the project price so how about if we get the elephant out of the room and talk about the price first…

Then if everything checks out with you there, then we can go through the rest of the proposal and show you the solutions and services that will help you to have success with the project.

Can we talk about the price right now...does that work for you?"

The client is thinking….you bet it is!

Going over price with the client first, enables you to stay in control of the selling process and serves the client the way they want to be served thus giving you a better chance to close the deal right after the proposal presentation

TAKE ACTION!

Implement this in your business today & close bigger projects

BONUS

Want to get even more proven client winning strategies, frameworks, blueprints, trainings & content so you can win bigger proposals with better clients…. then
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