



etips

'Lead the Pack' Sales Training

Proposals Don't Sell

Recognize that a request for a proposal can be for many reasons. Requests might occur because the prospect does not know what else to ask, perhaps they want to think it over and want something to review, and sometimes it might be a way to defer you for the moment. Proposals should not be the tool to create interest. Proposals should be to confirm to a qualified buyer how your product or service will provide the solutions they need and how your offerings will resolve their "pains." Proposals should also be to confirm what has already been covered and agreed upon verbally. Proposals do not sell, salespeople sell. If the customer has doubt while you are in front of them, it is unlikely a stack of paper will sell them for you.

"Information is not knowledge." -Albert Einstein

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Sales Mastery 'Lead the Pack' Sales Training

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