



etips

'Lead the Pack' Sales Training

Proposals and RFQ's

The golden rule of selling: No assumptions! Yet many assume the prospect knows exactly what they need and want, after all they are requesting a quote or proposal. And, after large investments of time, energy and resources out goes the proposal. If your solution is an alternative to what is specified, does your prospect really know how to assess the differences, or is a processor in purchasing sorting through it? How does the prospect view your relationship, if you have one? Would you bet your assets on the prospect being right on the solution they are specifying? Before responding, at least make a sales call and ask about previous vendor relationships, how did they determine their request and specifications? And what kind of budget do they have allocated for the project? Have you ever lost an opportunity even though you were low bid? The sale takes place most often before the request is made.

"Accept challenges so that you may know the exhilaration of victory." George S. Patton

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