

Checklist of 17 Best Practices of Winning Proposals

Excerpted from *Designer's Proposal Bundle (Volume 2)*
by Ilise Benun, Founder of Marketing-Mentor.com

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In developing overviews for each of the proposals included in *Designer's Proposal Bundle #2*, a specific set of shared practices became evident. Before you present your next proposal, review this checklist to confirm you've made the strongest, most convincing argument for your firm to win the work.

- You've personalized the proposal, incorporating the prospect's company name and brand identity as appropriate.
- You've conveyed any relevant personal interest in or connection with the project.
- You've included all of the information requested, and done so in a way that will be clear to the person reviewing the proposal.
- You've demonstrated a clear understanding of the prospect's current situation, sensitivities and concerns, as well as the problem the project is intended to solve.
- You've clearly outlined the deliverables for the project with an appropriate level of detail, including how many meetings are expected, how many concepts will be presented, how many rounds of revision are included, etc.
- You've suggested additional services that could make the project more successful.
- You've clearly outlined the process for moving the project from start to finish, with timelines that are appropriate and that demonstrate your firm's experience with similar projects.
- You've noted any items that are included in your scope of work that may not have been specifically requested.
- You've noted items for which the client is responsible, and if applicable, within specific timeframes.
- You've clearly identified costs, along with what is and is not included.
- You've positioned the project team in terms of how the experience of individual members relates directly to the work proposed. If there are specific benefits inherent to the structure of your team, you've called attention to them.
- You've referenced other clients that would strengthen your credibility with the prospect.
- You've included relevant testimonials, rather than just references.
- You've included relevant work samples.
- You've included reference to relevant awards, published articles, industry service and speaking engagements that would further strengthen your firm's credibility.
- You've stated what happens next in terms of follow up or initiation of a contract.
- You've written the proposal not only with the intended recipient in mind, but also others who may not know as much about the project or your firm.

For more best practices and to see them in action, visit www.proposalbundle.com or www.marketing-mentor-toolbox.com.