



5 reasons to do

PROPOSAL BENCHMARKING

1. Identify industry standards

It can help to determine the standards and best practices for sales proposals and to compare your proposals to these standards. This can identify areas where your proposals are falling short and need improvement.

2. Improve proposals

By benchmarking against industry standards, you can identify where proposals need improvement and make changes to increase the effectiveness of your proposals.

3. Win more business

By creating high-quality proposals that address your client's needs, you are more likely to win new business, as clients are more likely to be persuaded by well-written and professional proposals.

4. Save costs

Benchmarking sales proposals can help identify areas where you may be over-investing resources, like unnecessary graphics or extra pages, which can lead to cost savings.

5. Measure for success

Benchmarking can help you establish a performance baseline and track progress over time. This helps identify areas where you are making progress, or more work is needed.



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BOOK NOW



Book a 30-minute
no-obligation call to get started

