

TOP TIPS

to

avoid ten proposal mistakes

Crafting impactful and persuasive sales proposals is crucial in igniting interest and winning business. However, it's not uncommon to encounter pitfalls that could limit the impact of your proposal. This checklist is designed to help you avoid those common mistakes and improve your chances of success.

1. Compliance checks and preparation

- I have read the entire tender document multiple times for a comprehensive understanding
- All ambiguities have been clarified, and I'm prepared to begin proposal crafting.

2. Evaluation criteria

- My proposal aligns with the customer's evaluation criteria.

3. Substantive content

- Every section in my proposal passes the 'So What?' test
- I have included substantiated benefits, leveraging substantial evidence, facts, and figures.

4. Customer-first approach

- I have adopted a customer-centric approach, clearly addressing the customers' needs.

5. Unique Offerings

- I have highlighted the Unique Value Proposition (UVP), demonstrating its benefits to the customer.

6. Clarity and consistency

- My proposal has been reviewed for clarity, cohesion, and consistency.

7. Up-to-date and accurate information

- The information provided in the proposal is accurate and up-to-date.

8. Effective design and layout

- My proposal has a good design and logical flow, making for an enjoyable and impactful read for evaluators.

9. Balanced description

- I have balanced descriptions of my capabilities with explanations of how they can solve the customer's problems.

10. Timeliness

- I have submitted or am prepared to submit my proposal before the deadline.

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