



The Seven Cs of Good Proposal Writing

The industry average in winning a proposal is 33%. Small & Medium sized businesses can have success rates in the single digits.

What are you doing to increase your chances?

1. CUSTOMER FOCUS

- Your words need to articulate the benefits associated with your solution.
- The customer needs understand what would be gained from your solution.
- Use the customer's name more often than your own!



2. COMPLIANCE

- Have you given the soliciting agency what it has asked for?
- Compliance is Pass/Fail. Don't be disqualified for easily corrective elements.

3. CLEAR & 4. CONCISE DELIVERY

- Customers will often ask for a large amount of information, make it easy to read; use bullet lists, graphics and pictures.
- Less is more! Graphics are worth 1000 words!



5. COMPELLING CONTENT

- Good proposal writing explains why the solution presented is the best solution and how it meets the customer's needs.
- Discriminators distinguish you from the competition.
- Put emotion in the dispassionate observation – know customer hot buttons.

6. CREDIBILITY & 7. CONSISTENCY

- Present examples and evidence with facts and metrics to substantiate credibility.
- Are writing styles and tone maintained throughout?



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