



## Tips when pitching for business

If your business depends on putting successful business proposals in front of your customers, you'll want to do whatever you can to make sure your proposals are accepted. Here are some tips to sway the customer's decision your way.

- Get as much information as you can. If at all possible, try to find out the prospect's maximum budget, what they've spent in the past for similar programs, and what others may have already proposed. Get this information by asking the prospect or other people in the industry.
- Try to ascertain if the prospect is merely price shopping or fulfilling the requirement for three proposals to be taken. If you can't get a straight answer, your instincts will usually be correct.
- Try to find out who else has been asked for a proposal. Establish your respective strengths and weaknesses and pitch your proposal accordingly.
- Send a "Rough Draft" of your proposal to the decision makers and confirm with them that what you've addressed is on target.
- Offer options - When it comes to fees and terms, don't offer just one. Most buyers like to be given a variety of options. By offering a variety of add-ons, i.e., different approaches in preparation or the addition of a variety of products to your engagement, you will often find buyers going well outside the budget to get something they feel they will benefit from. You can usually close with at least three options called the Gold, Silver and Bronze options. Often some customers will take the Gold option out of pride!