

How many of you would categorize your proposals as irresistible? Do you send them off to potential clients without a worry in the world, confident you've sealed the deal?

Or, do your thoughts sound something like a Dionne Warwick song (wishin' and hopin' and thinkin' and prayin'...)?

During this SPIN Webinar for our Small Business Community, we will share tips and insights to help you gain a higher level of confidence with your proposals. We'll discuss how to:

- Design your potential client interview/information gathering efforts with the proposal in mind
- Build a proposal framework that reinforces your brand and your value
- Include the right level of detail to convey your expertise and demonstrate your essential role
- Overcome potential objections and concerns within the proposal phase
- Lead your potential client to the desired next steps
- Turn that proposal into an agreement