

Proposal Call Conversation Guide

Use this guide to achieve a thirty percent or higher conversion rate on B2B service sales.

Introduction

Welcome to the Proposal Call Conversation Guide for B2B services. This guide is designed to help you lead effective and engaging proposal calls that resonate with your prospects and drive conversions.

Key Objectives:

- Establish rapport and build trust.
- Clearly articulate the value proposition of our solution.
- Address prospect's specific needs and pain points.
- Guide the conversation towards a successful close.

Before the Call:

- Review the prospect's profile, business objectives, previous meeting history and notes.
- Tailor and familiarize yourself with the proposal document.
- Prepare relevant questions and talking points.

Proposal Walkthrough

Customize the proposal to address the prospect's specific pain points and needs. Typically, the proposal will be delivered live using a slideshow deck or other visual medium.



1. *Focus on the sections that are most relevant to their situation and don't read monotonously through the deck.*
2. *Animate deck content to sync with your conversation and not distract your prospect or reduce interactive dialogue.*

Key Talking Points:

- Start with a brief overview of the proposal's structure.
- Highlight the key benefits and value drivers.
- Address any potential concerns or objections proactively.
- Use visuals (e.g., charts, graphs) to illustrate key data points.
- Incorporate prospect-specific detail in your presentation.

Company Introduction

Provide a concise overview of [Company Name], highlighting our expertise and experience in delivering successful [Service] solutions.

Example Talking Points:

- [Company Name] is a leading provider of [Service] solutions, serving clients across diverse industries.
- We have a proven track record of delivering measurable results and exceeding client expectations.
- Our team of experienced professionals is dedicated to providing exceptional service and support.
- Our mission is to [Company Mission Statement].

Case Studies

Share relevant case studies to demonstrate the value of your [Service] solutions and build credibility.

Case Study Template:

- **Client Name:** [Client Name]
- **Vertical:** [Client Industry]
- **Problem:** [Challenge the client faced]
- **Solution:** [How our services addressed the challenge]
- **Outcome:** [Quantifiable results and benefits achieved]

Example:

- Client Name: ABC Corp
- Vertical: Retail
- Problem: Low conversions rates
- Solution: Implemented solution
- Outcome: 30% increase in conversion rates within 6 months.

The Pitch

Clearly and concisely articulate the value proposition of your solution, emphasizing its unique benefits and differentiators.

Key Talking Points:

- [Service] is the ideal solution for [Prospect's Needs] because...
- Our [Service] solution provides the following key benefits...
- [Service] differentiates from the competition because...
- We're confident that our [Service] solution will deliver the results you are looking for.

The Close

Guide the conversation towards a successful close by summarizing the key benefits and proposing next steps.

Key Talking Points:

- Summarize the key benefits and value drivers of your [Service] solution.
- Address any remaining questions or concerns.
- Propose a clear next step, such as scheduling a follow-up meeting or signing the proposal.
- Confirm the prospect's interest and commitment.

Example Closing Statements:

- 'Based on our conversation today, I'm confident that [Service] can help you achieve [Desired Outcome]. Are you ready to move forward with the proposal?'
- 'What are your thoughts on the proposal? Is there anything preventing you from moving forward?'
- 'Great! I'll send you the contract to sign. Do you have any questions before I do that?'



1. *Don't be afraid to ask hard questions and uncover hidden objections that can stop your sale from closing.*
2. *Sales 101: Never end a sales call without setting a follow-up date.*

Summary

This Proposal Call Conversation Guide provides a framework for conducting effective and engaging proposal calls. By following this guide and customizing it to address the prospect's specific needs, you can increase your chances of closing deals and building long-term relationships.