

Title:

Creating Customer Value In Your Proposals

Word Count:

420

Summary:

Read any book on sales or proposal writing. Go on a sales training course. One of the first to

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Keywords:

Article Body:

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Your solution should demonstrate not only value in price, but in the services that you offer.

Often when a contract has been lost, the client will tell you that you were too expensive ~ bu

So how do you create customer value? Firstly you need to take time to understand the customer's

You must be able to demonstrate an understanding of their business need in order to demonstrat

When writing your proposal, use content tailored towards the client and their business problem

Directly address your customer's issues and offer persuasive ideas with distinct solution bene

Make sure a value proposition is clearly laid out and easy to understand. Can you include a re

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